



Environmental Behaviour of Canadians: Mining National Geographic's and GlobeScan's Greendex Research



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Project: 2913, GlobeScan®

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Introduction



Action on climate change is a high priority for the Government of Canada. Accordingly, the Privy Council Office (PCO) asked GlobeScan to mine its Canadian Greendex dataset to provide a detailed portrait of Canadians' environmental behaviour across regions and demographic groups. The objective of this project is to identify key similarities and differences within the Canadian population on environmental behaviour that are relevant to the effort to mitigate climate change.

Since 2008, National Geographic has partnered with GlobeScan to develop an international research approach to measure and monitor consumer progress towards environmentally sustainable consumption. The key objectives of this unprecedented consumer tracking survey are to provide regular quantitative measures of consumer behaviour and to promote sustainable consumption.

This research project differs from other environmental surveys in that it goes beyond attitudes and concerns to focus on actual behaviour and material lifestyles across 18 countries, including Canada. This includes measures such as household footprint, energy use, transportation habits, food consumption, and the relative penetration of green products versus traditional products. The research is specifically focused on consumer behaviour; although we recognize the importance of regulatory frameworks, country-specific climatic conditions, culture, economic development, and other factors affecting consumption, this study is limited to measuring consumer behaviour in absolute terms.

The central component of this research initiative is the creation of a composite index of environmentally sustainable consumption called the Greendex. The Greendex is used to monitor and report changes in consumer behaviour by replicating the research on an ongoing basis.

Executive Summary



- Results from GlobeScan's and National Geographic's 2014 Greendex study show that on average, Canadians tend to leave a relatively heavy footprint on the environment and the climate. Compared to the other 17 countries in the study, Canadians have the second most negative footprint (after Americans). Canadians' Greendex score has remained relatively stable since the first wave of the study was conducted in 2008, suggesting that there have only been very incremental shifts in behaviour among Canadians since then – not enough to collectively improve our negative impact on the environment and the climate.
- Compared to other areas, Canadians have the most negative environmental and climatic footprint relative to other countries in the area of housing. This is likely partly due to Canada's extreme climatic conditions, requiring both heating in the winter and cooling in the summer, but is also a result of Canadians' high living standards and large residences compared to people in most other countries. In contrast, Canadians score above average in the area of food consumption, indicating a more positive footprint than the average of the 18 countries in the study.
- Canadians are likely to underestimate their own environmental impact. However, Canadians are highly motivated to change their behaviour when exposed to information about their own environmental footprint, suggesting it would be beneficial to provide the Canadian public with more information about how their own particular behaviour affects the environment and the climate.
- Canadians' concern about the environment and about climate change varies across demographics. Atlantic Canadians, those in urban areas, young people, and females are particularly likely to express concern about the environment, as well as about global warming affecting their own way of life. People in these demographics are also most likely to say they intend to change their own behaviour after being exposed to information about their own environmental footprint, suggesting these might be key demographics to focus on for driving behaviour change among Canadians.

Executive Summary



- Results from the main Greendex and the different sub-sections of the Greendex, indicating environmental and climatic impact in the areas of housing, transportation, food, and goods, suggest that Canadians who live a suburban lifestyle, are older, and men tend to display a higher impact on the environment and the climate compared to other Canadians. These are also the demographic groups that appear the least inspired to change their own behaviour in response to learning more about their own impact, underlining the challenge to motivate the Canadian public to adopt more environmentally friendly consumer habits.
- People in Quebec, those residing in urban areas, young people, and women tend to report consumer habits that result in a lighter footprint. Greendex scores are driven by the volume of consumption as well as the type.
- When comparing the overall Greendex scores of different demographic groups, results suggest that the key predictor of difference in terms of environmental and climatic footprint is gender, followed by age and community size (equal score), and region. Education level is the least important predictor of difference of the demographic groups analyzed. Canadian men and women differ the most in their transportation habits, with men being more likely than women to drive alone, to drive more miles per year, and to drive a truck or full-sized van.

Methodology: Sampling



The database is the results of a survey of 1,001 Canadians conducted online between March 25 and May 6, 2014 – the most recent edition of GlobeScan’s and National Geographic’s Greendex.

GlobeScan used a quantitative Internet methodology for this study. It is recognized that Internet panels do have some limitations in providing a thoroughly “representative” sample of the general population, but it is felt that the objective of measuring consumer behaviour can be well met by the use of Internet research in the countries included in this study. In addition, since the norm for public opinion research has been quickly evolving toward the use of online panels, this methodology continues to be used so that modal changes that negatively affect the ability to track changes will be avoided in the future.

To ensure that no demographic groups were over-represented in the quantitative survey sample, quota caps were set for education, age, gender, and region. In Canada, the maximum number of survey completions by consumers who had completed a university degree or more was set at 35 percent. Quota caps for age were set at 30 percent of respondents under 35; 40 percent of respondents between 35 and 55; 30 percent of respondents over 55. Quotas for gender were set at 50 percent male and 50 percent female. The data were then weighted based on age, gender, and education according to the latest census data to reflect the demographic profile of Canada.

Respondents were surveyed using online panels made up of people who have previously agreed to take part in surveys and, as a result, are not taken randomly from the general population. For this reason, theoretical margin of error cannot be calculated; however, it has been shown that an online sample of this size, which has been properly weighted to the demographics of the general population, yields comparable results to a nationally representative random sample having a margin of error of +/- 3.1.

Methodology: Sample Breakdown

Demographic	Sample Size
Region	
Atlantic Canada*	73
Quebec	244
Ontario	372
West	312
Total	1001
Community Size	
Urban	501
Suburban	299
Rural	201
Total	1001

Demographic	Sample Size (Unweighted)
Age	
18-34	279
35-55	410
Over 55	312
Total	1001
Gender	
Male	497
Female	504
Total	1001
Education Level**	
Low	234
Medium	342
High	425
Total	1001

*Caution should be used when interpreting results for Atlantic Canada due to small sample size.

** Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Methodology: Selection of Questions



The Privy Council Office has identified 25 variables from the survey that are of interest to the Government of Canada, including overall Greendex score, sub-index scores, and various specific survey questions. These questions were selected specifically because of their relevance to climate change, in order to identify key similarities and differences within the Canadian population on environmental behaviour that is relevant to the effort to mitigate climate change. For each of the 25 variables, we present the Canada-wide results along with one chart showing the geographical breakdown of results across the country (regions, urban/rural/suburban) and one chart showing the results across demographic categories (age, education, gender).

Introducing the Greendex



National Geographic and GlobeScan developed a composite measure of environmentally sustainable consumption called the Greendex. The Greendex scores of each respondent are based on the consumption patterns they report in the survey. It measures consumer behaviour in four broad areas: housing, transportation, food consumption, and goods.

The Greendex has been used to track changes in sustainable consumption at the global level and within specific countries. In the short term, the Greendex is meant to encourage sustainable consumption by increasing consumer awareness and providing consumers with global reference points for comparing their own consumption patterns.

The Greendex has provided governments and corporations with the insights they need to facilitate or encourage sustainable consumer behaviour, through legislation, product development, or other sustainability initiatives.

Greendex scores, and the results of survey questions reported herein, have been shown to correlate with per capita greenhouse gas emissions due to their linkage to lifecycle energy consumption and resulting emissions of greenhouse gasses.

Greendex Methodological Overview



Each respondent earns a score that reflects the environmental impact of his or her consumption patterns. Low scores signify greater environmental impacts, and vice versa. Points are awarded or subtracted for specific forms of consumer behaviour, resulting in a score out of a maximum total available for each respondent. No allowances are made for consumer behaviour that is determined by geography, climatic conditions where respondents live, culture, religion, or the relative availability of sustainable products.

Most forms of sustainable consumer behaviour are weighted equally within the main components of the Greendex. Forms of behaviour that have obviously larger environmental costs or benefits are weighted more heavily (e.g., home heating and driving alone). That is, these activities have a greater impact on Greendex scores. The housing and transportation sub-indices are weighted slightly more heavily than the food and goods sub-indices.

The weighting factors are based on both the direct and indirect impacts of consumption within each category. For example, Greendex calculations take into account the impact not only of driving a vehicle, but also the impact of manufacturing and disposing of the vehicle.

Greendex scores are based on approximately 65 response variables to uncover persistent patterns. Using many variables avoids skews that can occur within a smaller set of variables. Only a few of these variables were included in this report.

Greendex values are expressed as a score out of 100. One hundred, however, does not represent a perfect score since there is no definition of perfectly sustainable consumer behaviour. One hundred represents only the total number of Greendex points available in the index algorithm and questionnaire. The higher the Greendex score, the more positive (lighter) the environmental and climatic footprint, the lower the Greendex score the more negative (heavier) the footprint.

The index is indicative and provides an estimate, while not claiming scientific precision. Scores are reported for the average consumer within the demographic or geographic group specified.

Greendex Structure



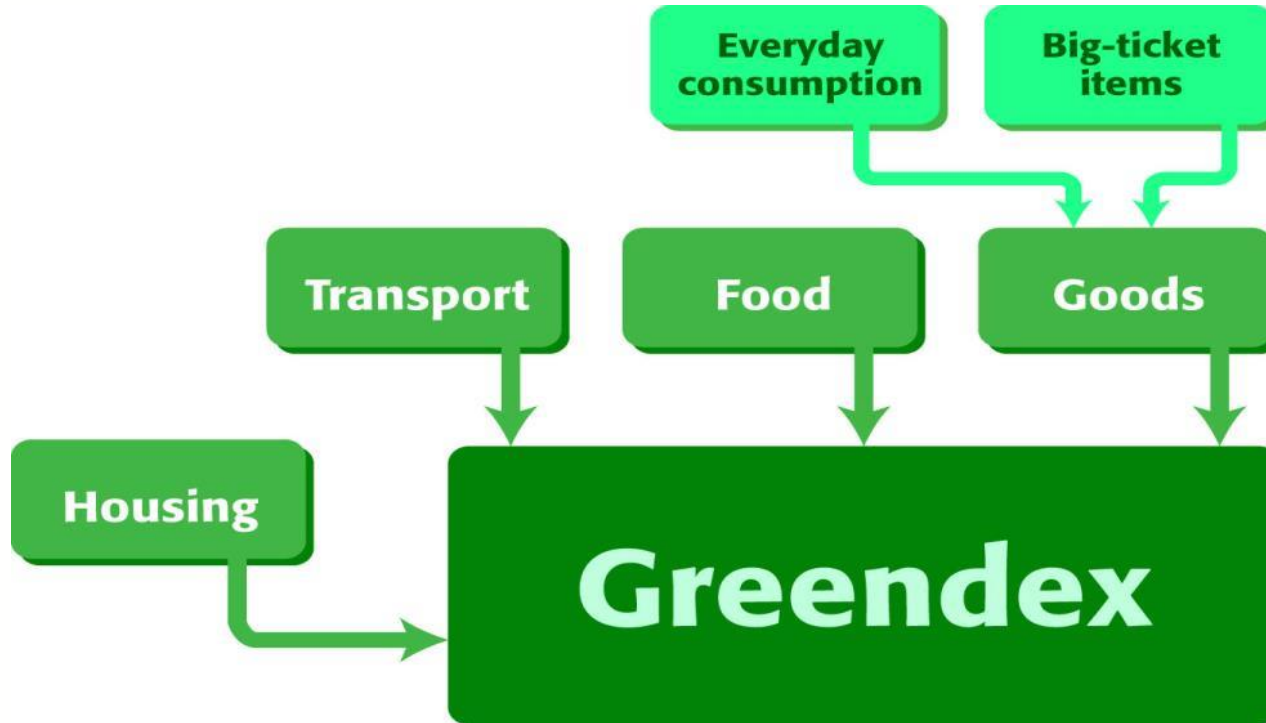
The Greendex is a meta-index composed of sub-indices.

Sub-indices were created to gauge consumer behaviour in four broad areas:

- Housing
- Transportation
- Food
- Consumption of Goods
 - Everyday purchases and disposal
 - Big-ticket items (e.g., appliances)

Greendex Structure

Greendex scores are calculated at the respondent level using the model below.
Higher scores represent higher environmental performance.



General Concerns and Opinions

General Concerns and Opinions: Key Findings



- A majority of Canadians worry about the environment and many also fear that global warming will affect their own life way of life: just over half of Canadians agree that they are at least somewhat concerned about environmental problems, while four in ten Canadians think that global warming will worsen their way of life within their own lifetime. However, Canadians' concern about the environment and about climate change varies across geographies and demographics.
- People who reside in Western Canada, and in the suburbs, tend to be less concerned about the environment than Canadians in other parts of Canada and those who live in urban or rural settings. Young Canadians (18 to 34) are particularly worried about environmental problems, especially compared to middle-aged Canadians (35 to 55). Men are less concerned than women, and people with a low education level are less worried than those with medium or high education.
- Concern that global warming will affect their way of life also varies demographically, with Atlantic Canadians being more worried than those in other parts of Canada. Young Canadians, females, and those with a high level of education are also more likely to agree that global warming will worsen their way of life within their own lifetime. Western Canadians, those residing in rural areas, and older people (over 55) are less likely to agree.

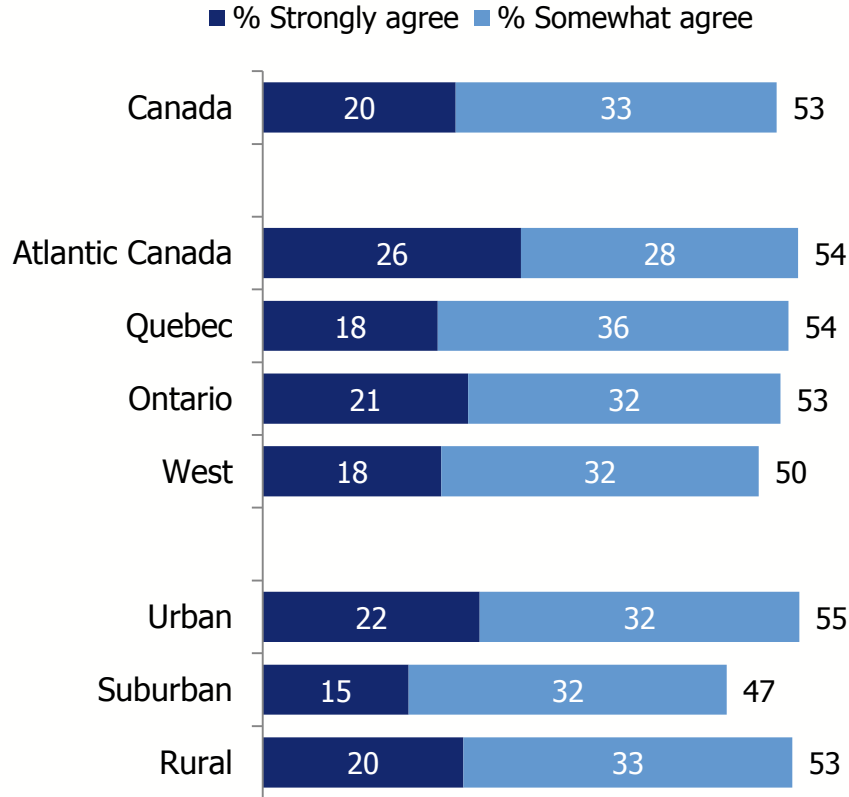
General Concerns and Opinions: Key Findings



- After learning about their own impact on the environment while taking the survey (a simplified Greendex score was immediately calculated and shown to respondents, together with the country average), most Canadian respondents – more than eight in ten – claim they intend to make at least some improvement to the way they live. These results suggest that Canadians can be motivated to change their behaviour when exposed to information about their own environmental footprint.
- Atlantic Canadians, those in urban areas, young people, and females are more likely to express intention to change after learning about their Greendex score. Western and suburban Canadians, those over 55 years old, males, and those with a medium level of education appear more resistant to change.

I Am Very Concerned about Environmental Problems

By Region and Community Size, 2014

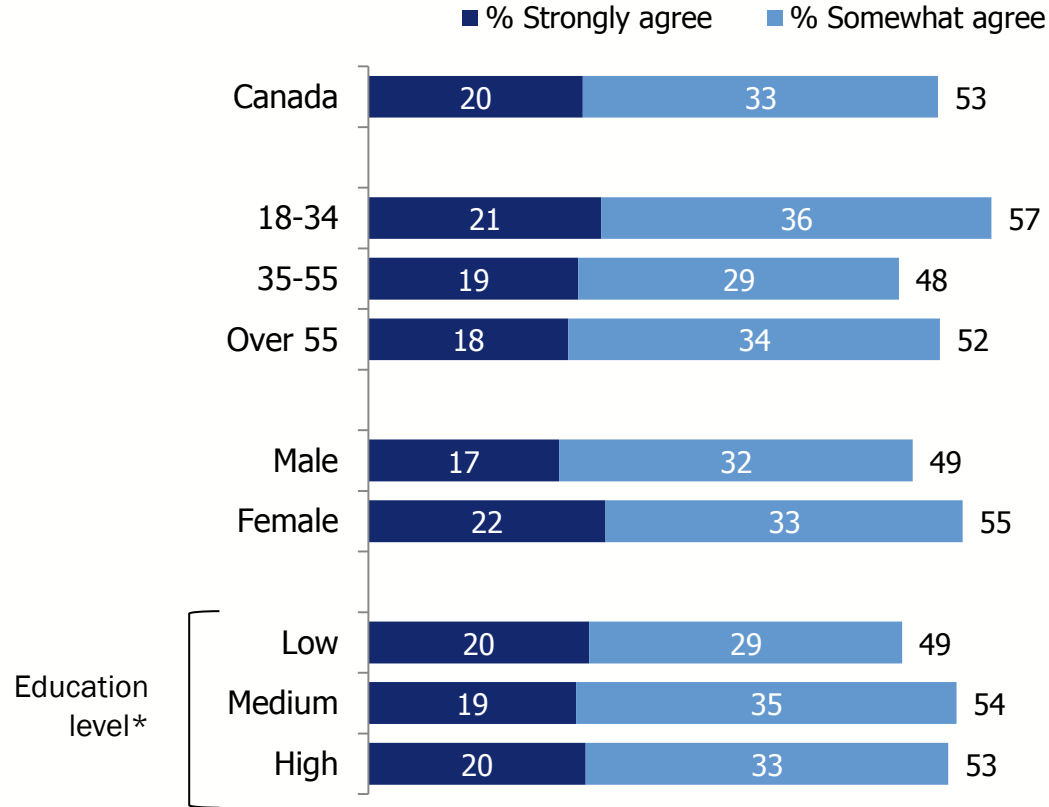


Numbers may not always add up due to rounding



I Am Very Concerned about Environmental Problems

By Demographics, 2014

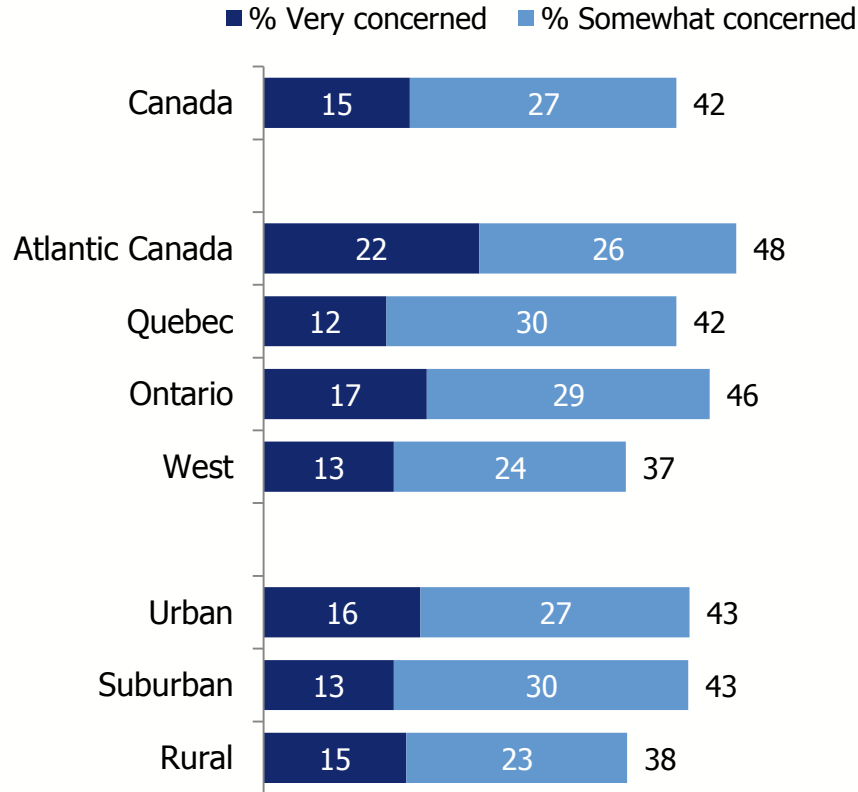


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* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Global Warming Will Worsen My Way of Life

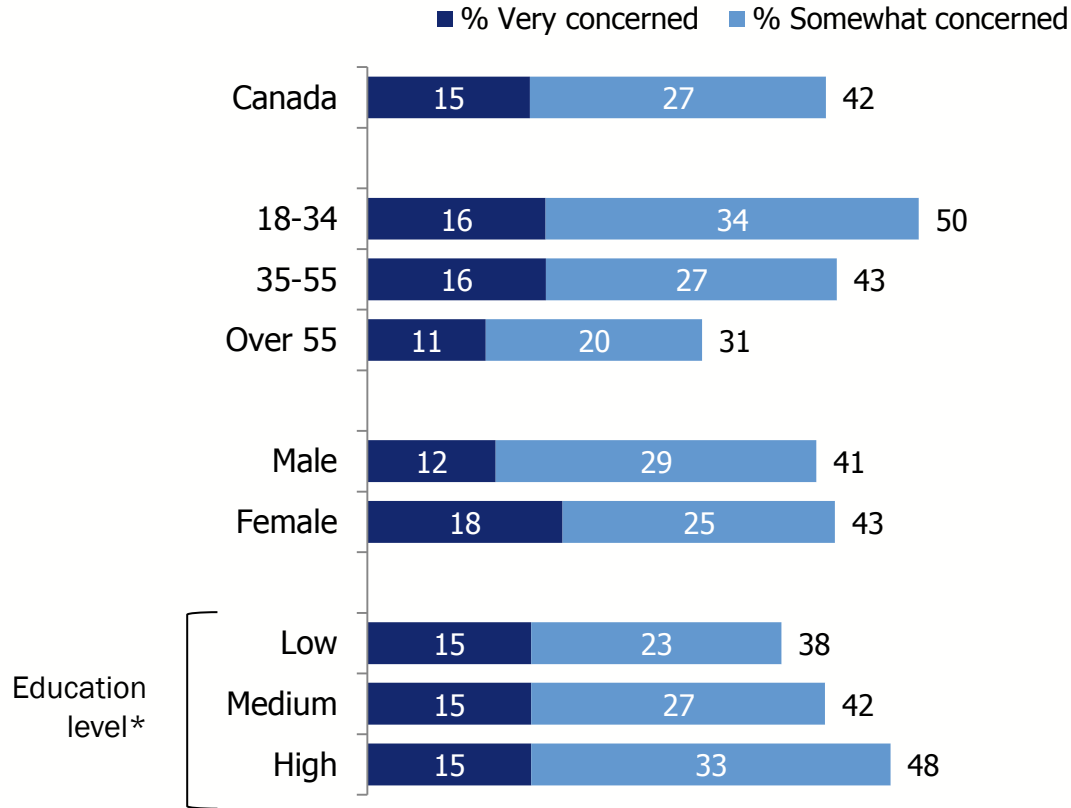
By Region and Community Size, 2014



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Global Warming Will Worsen My Way of Life

By Demographics, 2014

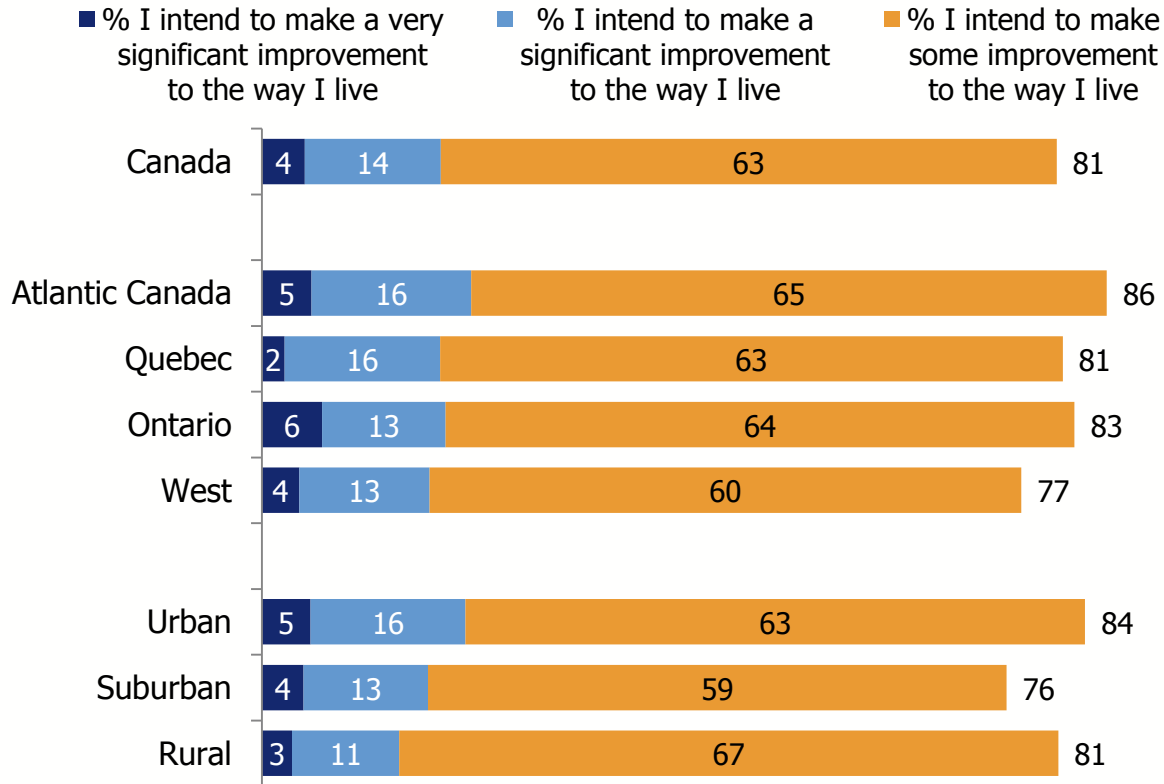


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Attitude toward Making Life-Style Changes After Learning Own Greendex Score vs Country Average

By Region and Community Size, 2014

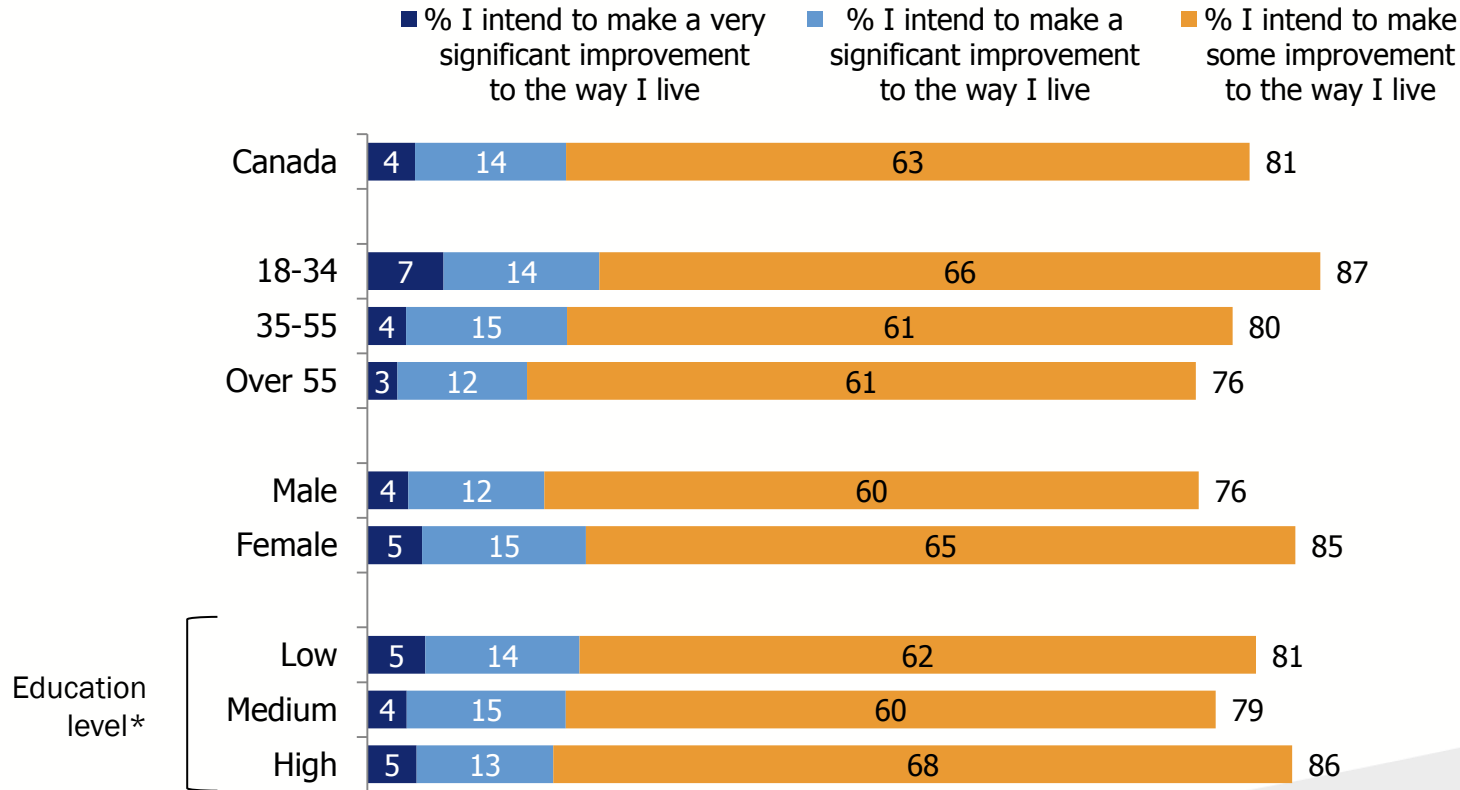


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Attitude toward Making Life-Style Changes After Learning Own Greendex Score vs Country Average

By Demographics, 2014



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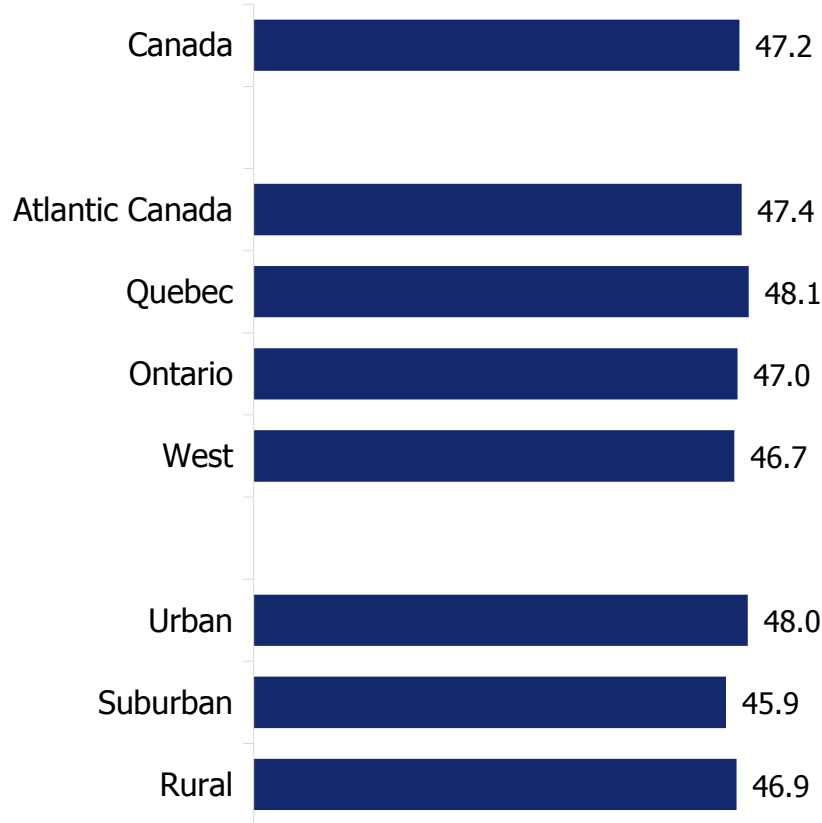
Greendex: Key Findings



- On average, Canadians achieve a relatively low Greendex score compared to people in the other 17 countries participating in the project (only Americans receive a lower average score) – meaning that Canadians tend to leave a heavy environmental and climatic footprint. This is not surprising considering Canada’s high living standards, climatic conditions, the size of the country, and consumption patterns.
- There are only slight demographic differences among Canadians in terms of environmental footprint as expressed by Greendex scores, with those residing in Quebec, urban Canadians, young people, females, and those with a low level of education scoring higher on the index – suggesting people in these demographics tend to have a slightly lighter environmental footprint. Canadians who live in the suburbs tend to score the lowest on the Greendex, suggesting their environmental footprint is the highest.
- However, Canadians, especially young people, tend to have a minimized view of their own environmental impact, with most predicting that their own score lines up with the average Canadian or higher. About two in ten predict that their own scores are above average for Canadians, while fewer than one in ten believe they perform worse than the average Canadian when it comes to behaviour that affects the environment. The overestimation of one’s own environmental footprint may provide a barrier for Canadians to move toward more sustainable consumption patterns.

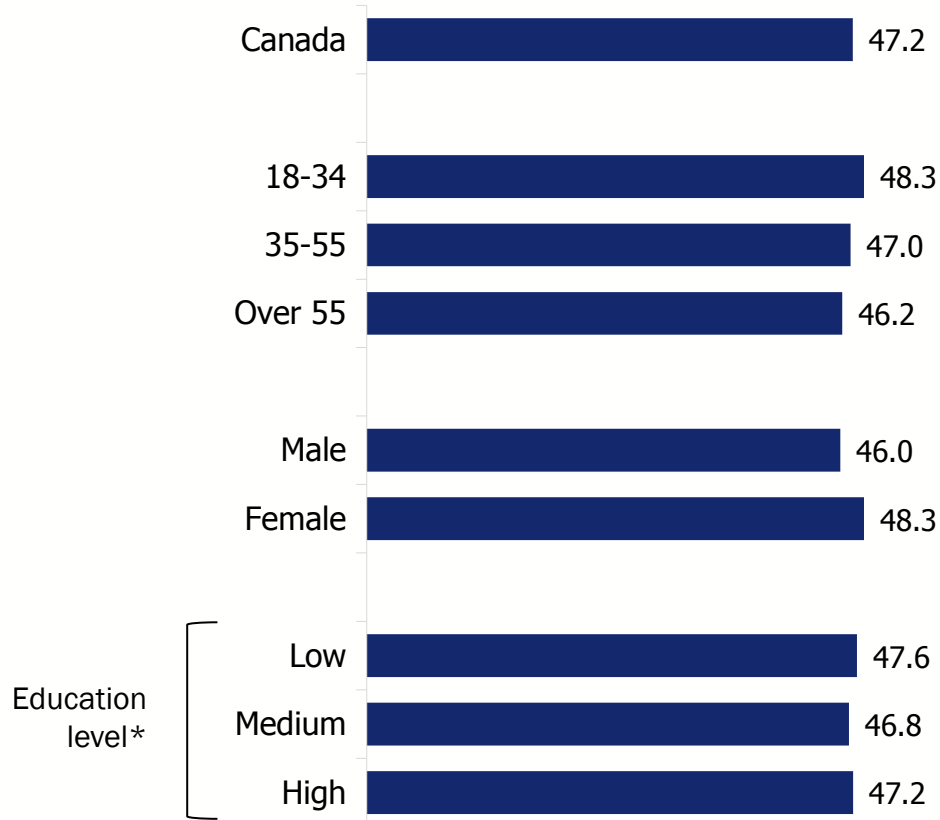
Overall Greendex Score

By Region and Community Size, 2014



Overall Greendex Score

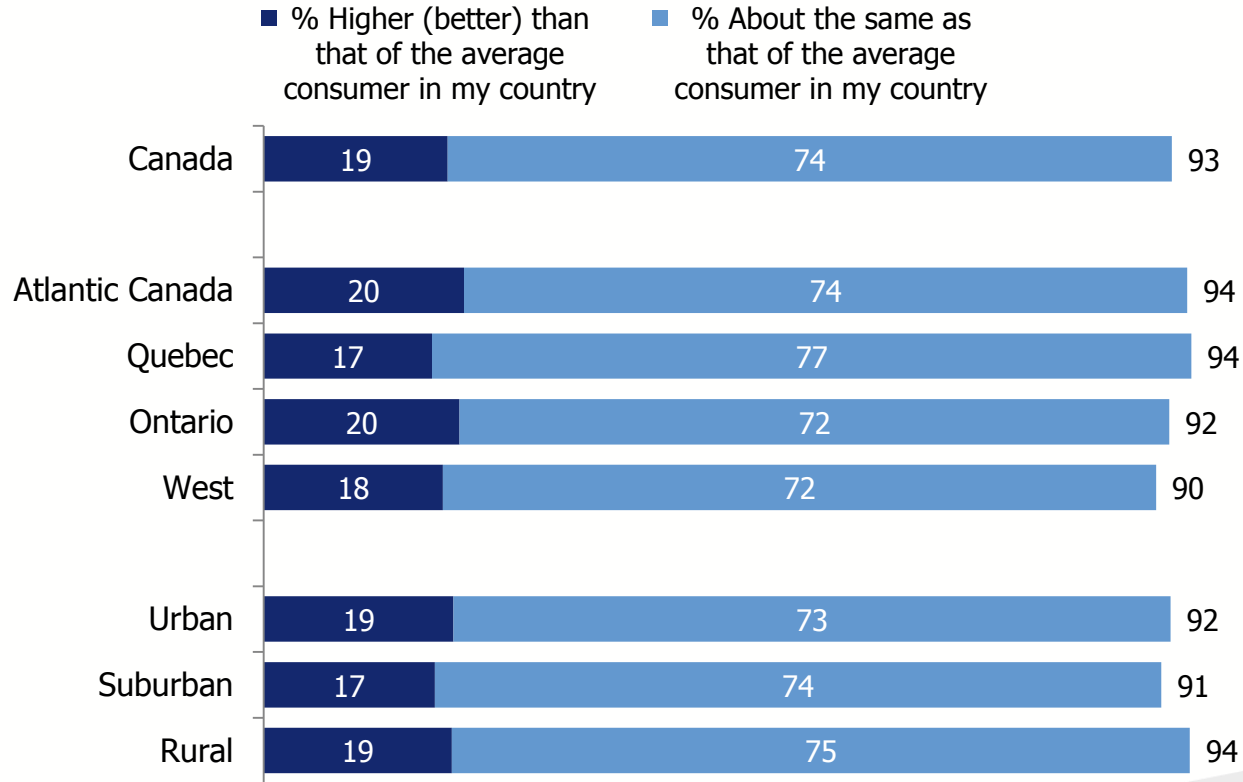
By Demographics, 2014



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Prediction of Own Greendex Score

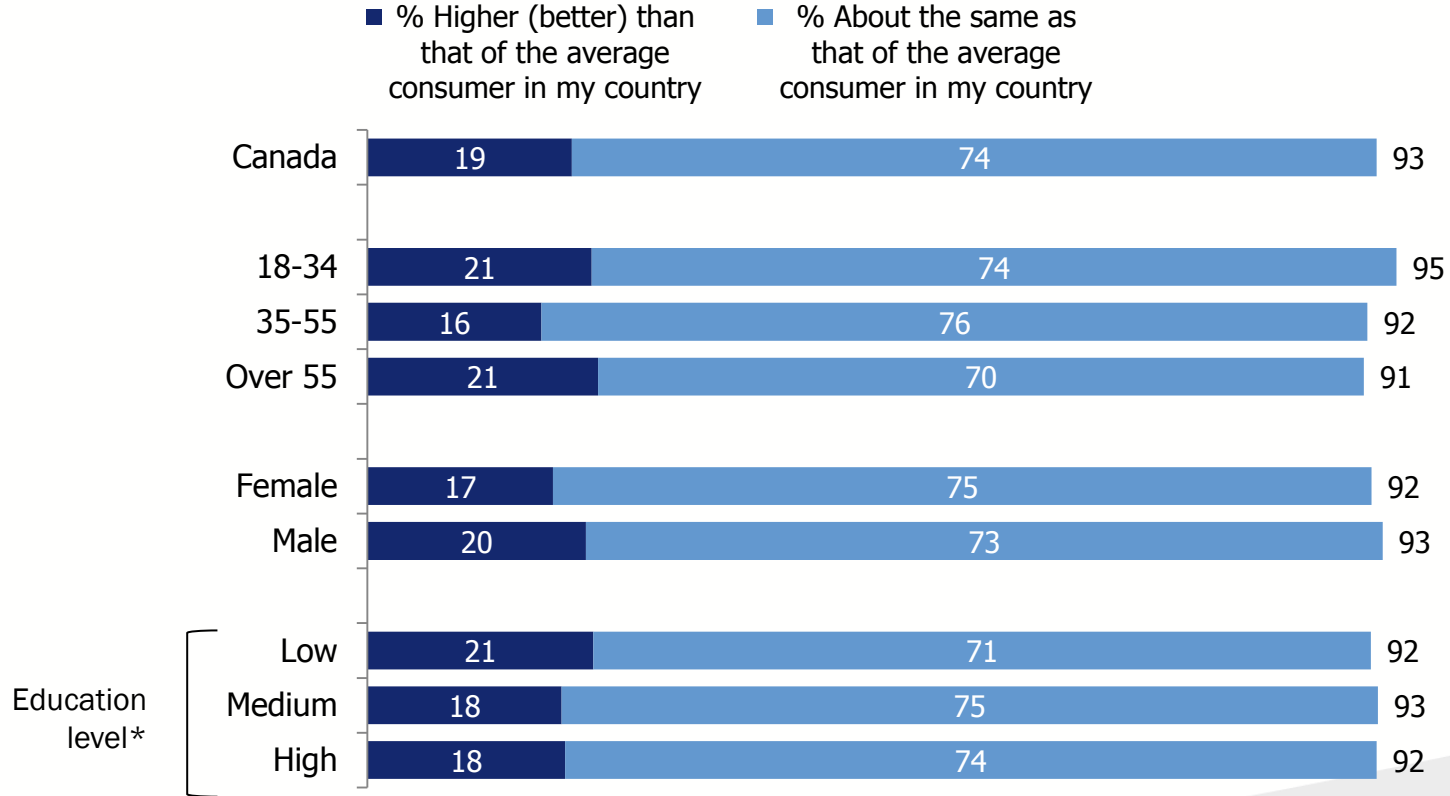
By Region and Community Size, 2014



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Prediction of Own Greendex Score

By Demographics, 2014



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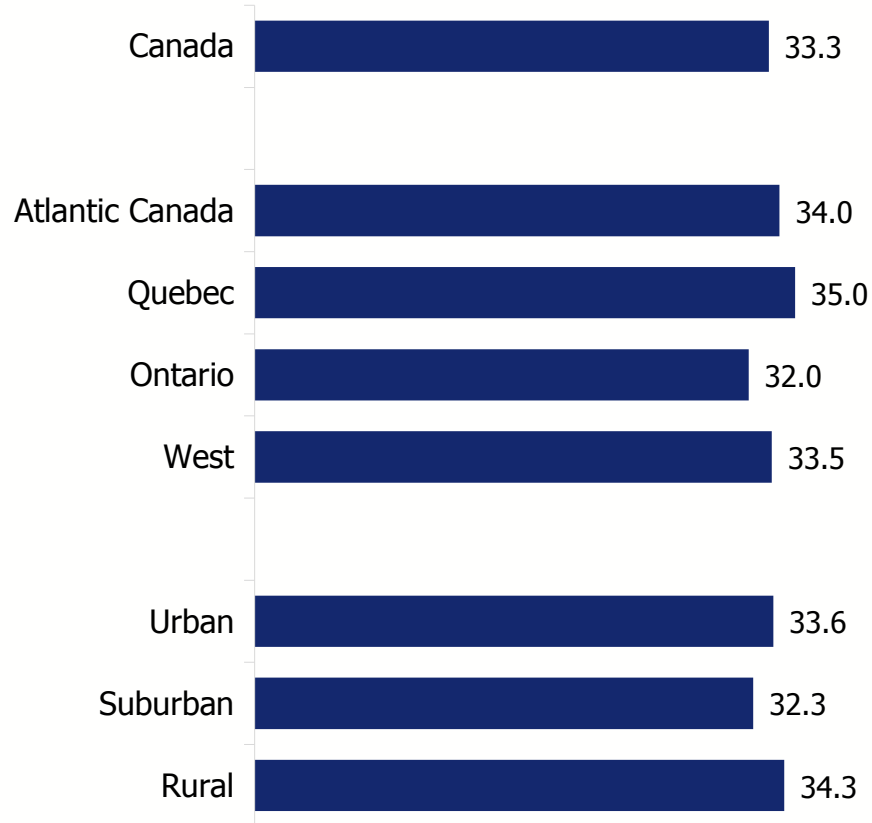
Housing Sub-Index

Housing Sub-Index: Key Findings

- Canadians tend to leave a relatively heavy environmental footprint in terms of their housing, as indicated by low Greendex housing sub-scores (only Americans score lower). Again, this is not surprising considering the Canadian climate and relatively high living standards.
- Suburban Canadians tend to score the lowest on the housing sub-index, confirming the suburban lifestyle has a particularly high impact on the environment and the climate. Ontarians also score relatively low on the index, particularly compared to residents of Quebec. Older Canadians also tend to have a more negative impact on the environment in terms of their housing, as expressed by the sub-index. As do those with a higher level of education, likely corresponding to a higher level of income and a higher living standard.
- Geographically, Canadians differ in terms of the primary energy source used to heat their homes – a key factor affecting environmental and climatic impact of housing. The environmental footprint of Quebec homes benefits from an extensive use of hydroelectricity for heating, while Ontarians report the lowest level of electricity use for this purpose (instead relying heavily on natural gas). Atlantic Canadians report a much higher use of oil for home heating than do those in other parts of Canada.
- Further contributing to their heavier footprint, Ontarians are much more likely than those in other parts of Canada to rely on air conditioning, as are Canadians residing in the suburbs. Older Canadians, males, and those with higher levels of education are also more likely to report air conditioning as a feature of their homes, resulting in a heavier impact on the environment and climate.
- When asked how often they keep heating or cooling at a low level to save energy, Atlantic Canadians and those in rural areas, along with older Canadians, females, and those with low education, tend to be most likely to do so “often” or “all the time.” However, majorities of Canadians of all demographics say they frequently try to save energy in this way.

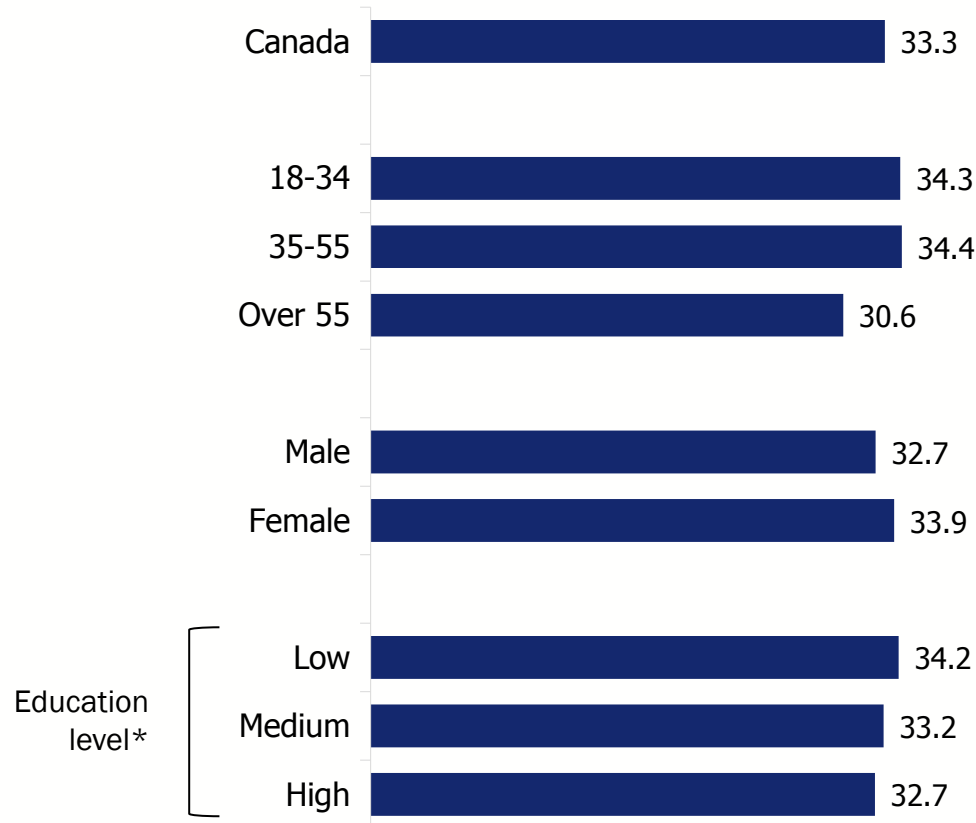
Housing Sub-Index Score

By Region and Community Size, 2014



Housing Sub-Index Score

By Demographics, 2014



* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Primary Energy Source to Heat Home

% By Region and Community Size, 2014

	Canada	Atlantic Canada	Quebec	Ontario	West	Urban	Suburban	Rural
Electricity	58	59	92	41	54	61	54	57
Oil	6	32	8	5	2	4	4	14
Natural gas	44	2	9	61	58	44	57	25
Propane	3	6	3	4	1	1	4	8
Coal	0	0	0	0	1	1	0	0
Wood	11	23	21	8	6	6	6	31

Subsample: Respondents saying that they have “Home heating, including furnaces and stoves” in their primary residence. *n*=949

Primary Energy Source to Heat Home

% By Demographics, 2014

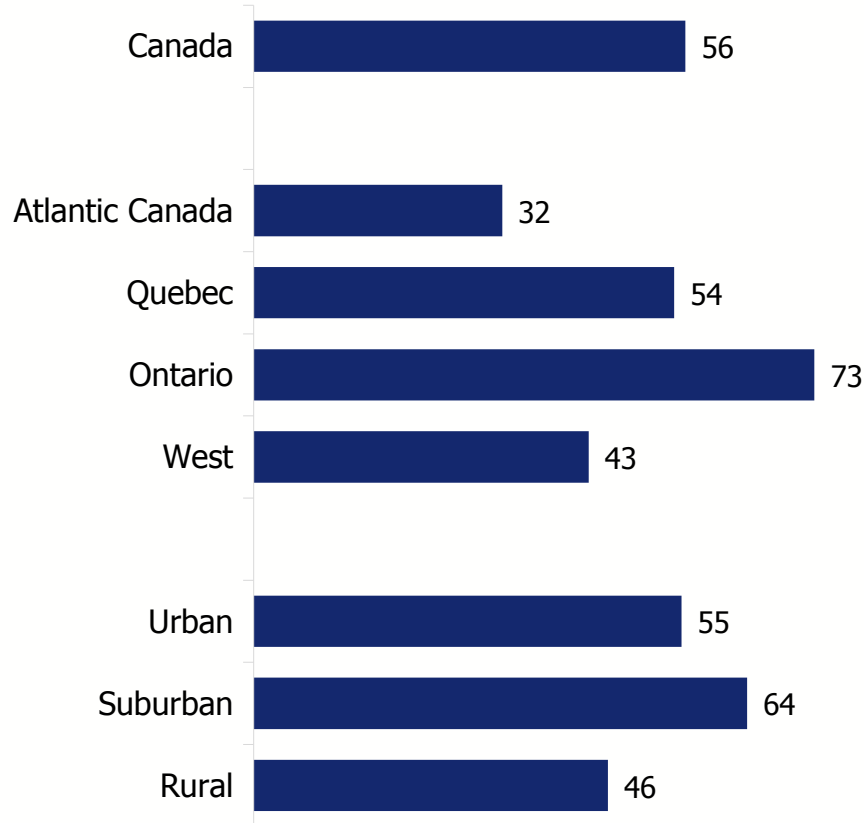
	Canada	18-34	35-55	Over 55	Male	Female	Education Level*		
							Low	Medium	High
Electricity	58	68	59	47	60	57	53	62	58
Oil	6	5	6	8	7	6	7	6	7
Natural gas	44	38	45	49	47	41	40	44	48
Propane	3	2	4	4	3	4	3	3	3
Coal	0	1	0	0	0	1	0	1	1
Wood	11	8	13	13	11	11	13	11	9

Subsample: Respondents saying that they have “Home heating, including furnaces and stoves” in their primary residence. *n*=949

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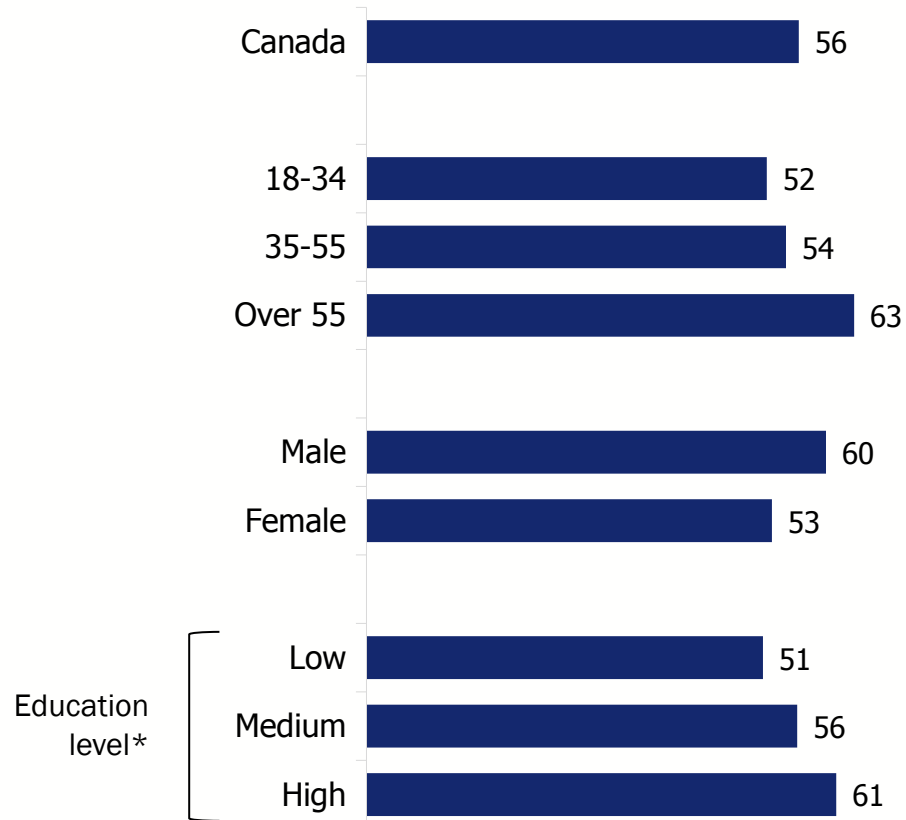
Features of Primary Residence: Air Conditioning

% By Region and Community Size, 2014



Features of Primary Residence: Air Conditioning

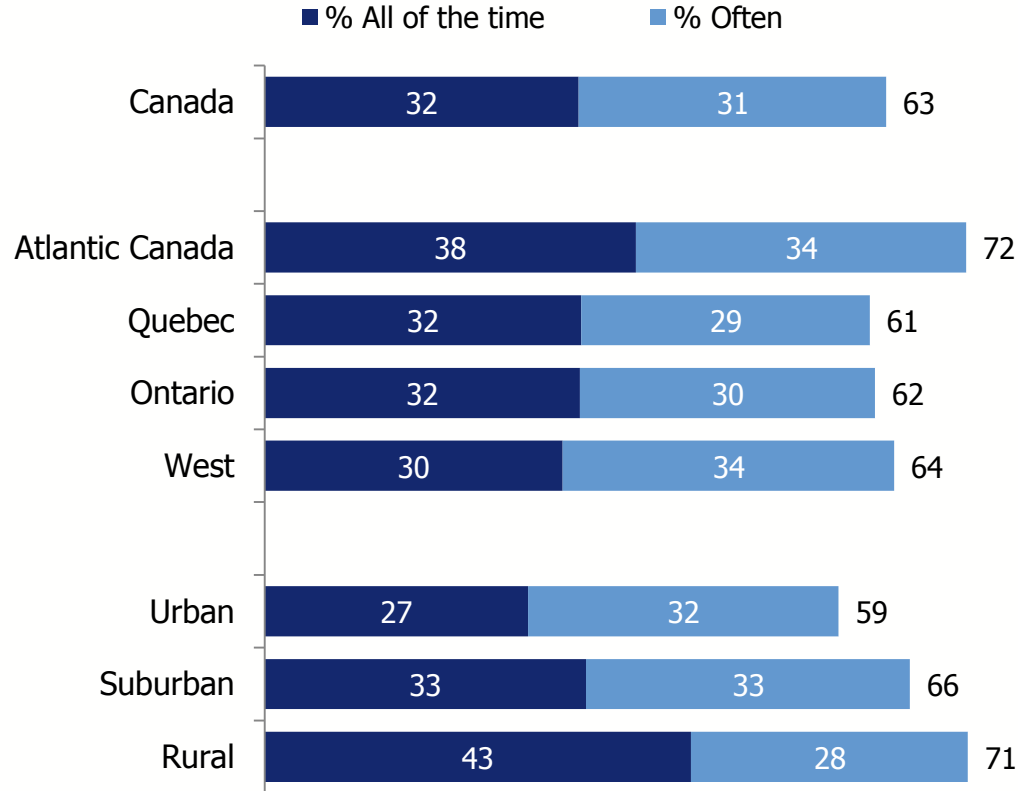
% By Demographics, 2014



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Frequency of Keeping Heating/Cooling at Low Setting to Save Energy

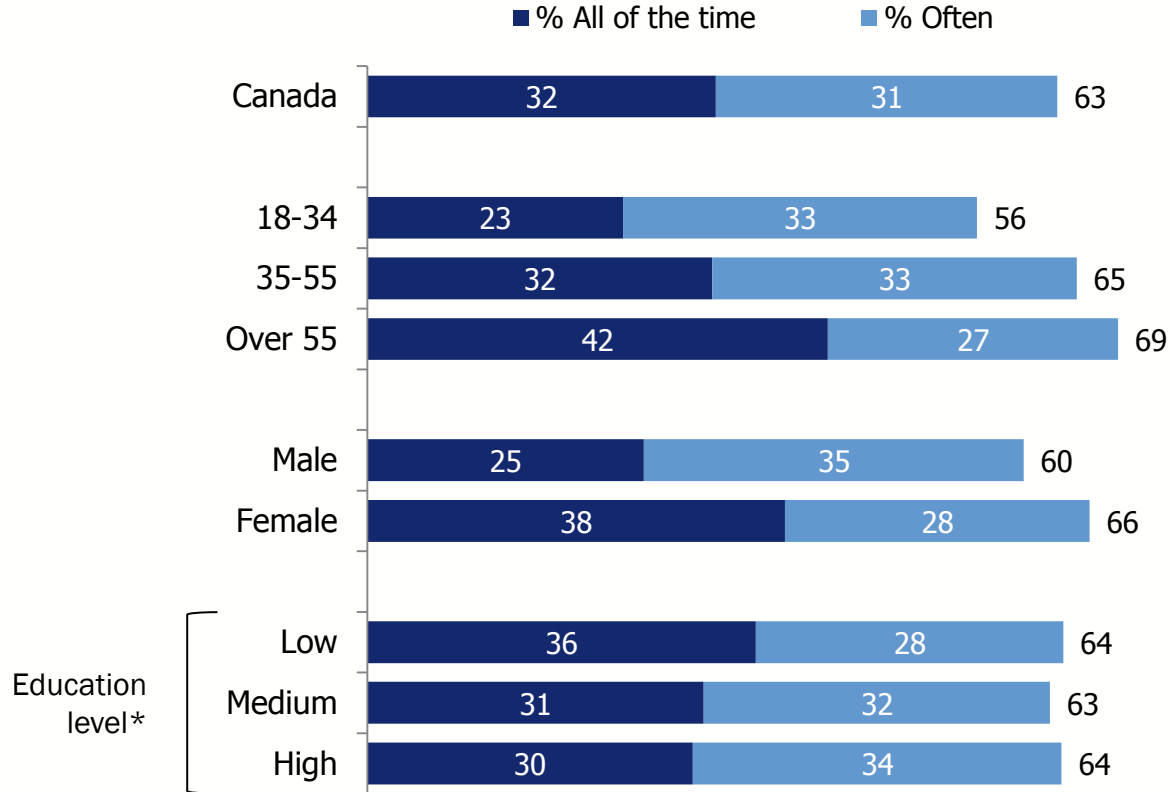
By Region and Community Size, 2014



Numbers may not always add up due to rounding

Frequency of Keeping Heating/Cooling at Low Setting to Save Energy

By Demographics, 2014



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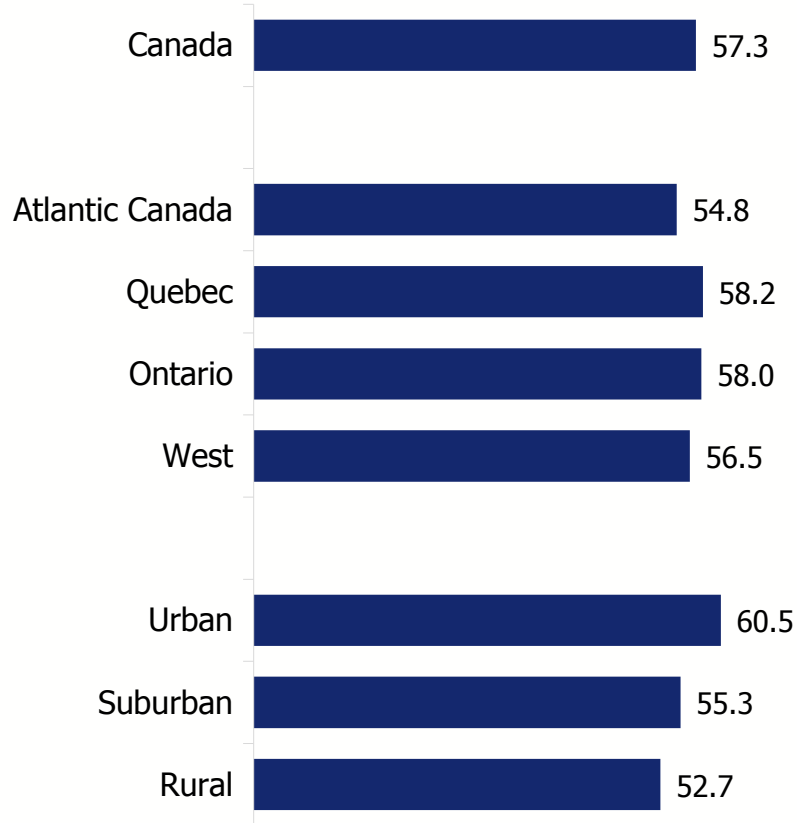
Transportation Sub-Index

Transportation Sub-Index: Key Findings

- Transportation, another key area of environmental and climatic impact, is yet another one where Canadians tend to report a relatively heavy footprint as expressed by the Greendex transportation sub-index (again, only Americans receive a lower average score).
- Canadians residing in Atlantic Canada and in rural and suburban areas report lower scores on transportation, meaning their impact is relatively more damaging for the environment and climate. Younger Canadians and females, and those living in urban areas, tend to score higher, indicating a lighter footprint in this area.
- The reasons behind the heavier footprint of Atlantic Canadians as well as rural and suburban residents include higher frequency of driving alone, and less frequent use of public transportation. Suburban residents are also more likely than others to drive a mini-van or SUV, while Atlantic Canadians and those in rural areas are more likely than others to drive a truck or full-sized van. Not surprisingly, Canadians living in suburban and rural areas also report driving a higher number of miles per year than those living in urban areas.
- Young, urban, and female Canadians achieve a lighter environmental and climatic footprint from their use of transportation because of factors such as being less likely to drive alone, more frequent use of public transportation (although there is little difference between males and females), and being less likely to drive a large vehicle such as mini-van, SUV, truck or full-sized van. Urban and female Canadians also report driving fewer miles per year.
- Few Canadians, about one in five, report owning an ultra-low emissions vehicle that could help mitigate their impact on the environment and the climate. Ownership of such vehicles is more prominent in urban and suburban areas, among those with a high level of education, and among males, while very few older Canadians or Canadians with a low level of education say they own this type of vehicle.

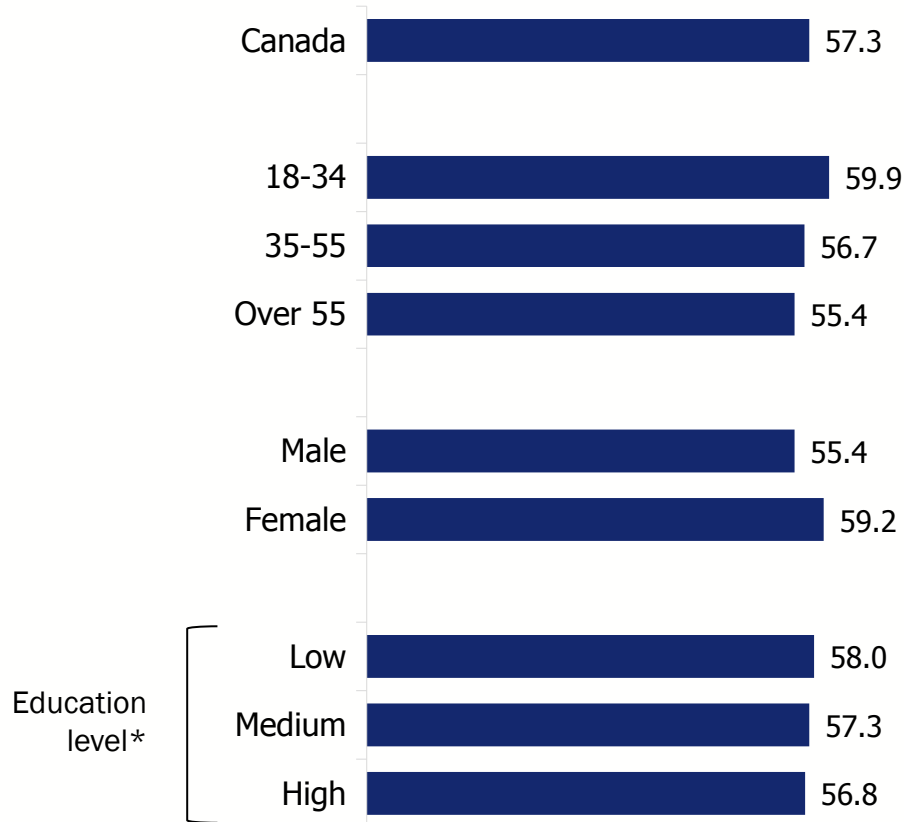
Transportation Sub-Index Score

By Region and Community Size, 2014



Transportation Sub-Index Score

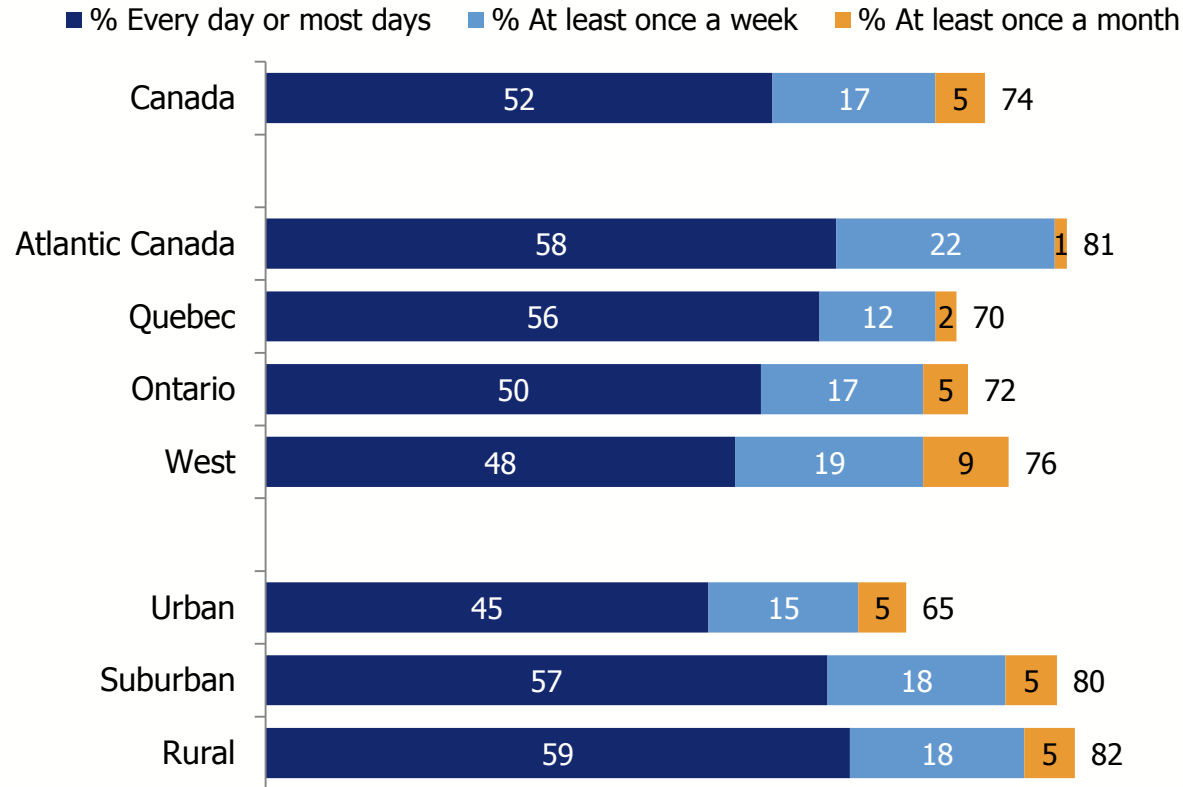
By Demographics, 2014



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Frequency of Driving Alone in a Car/Truck

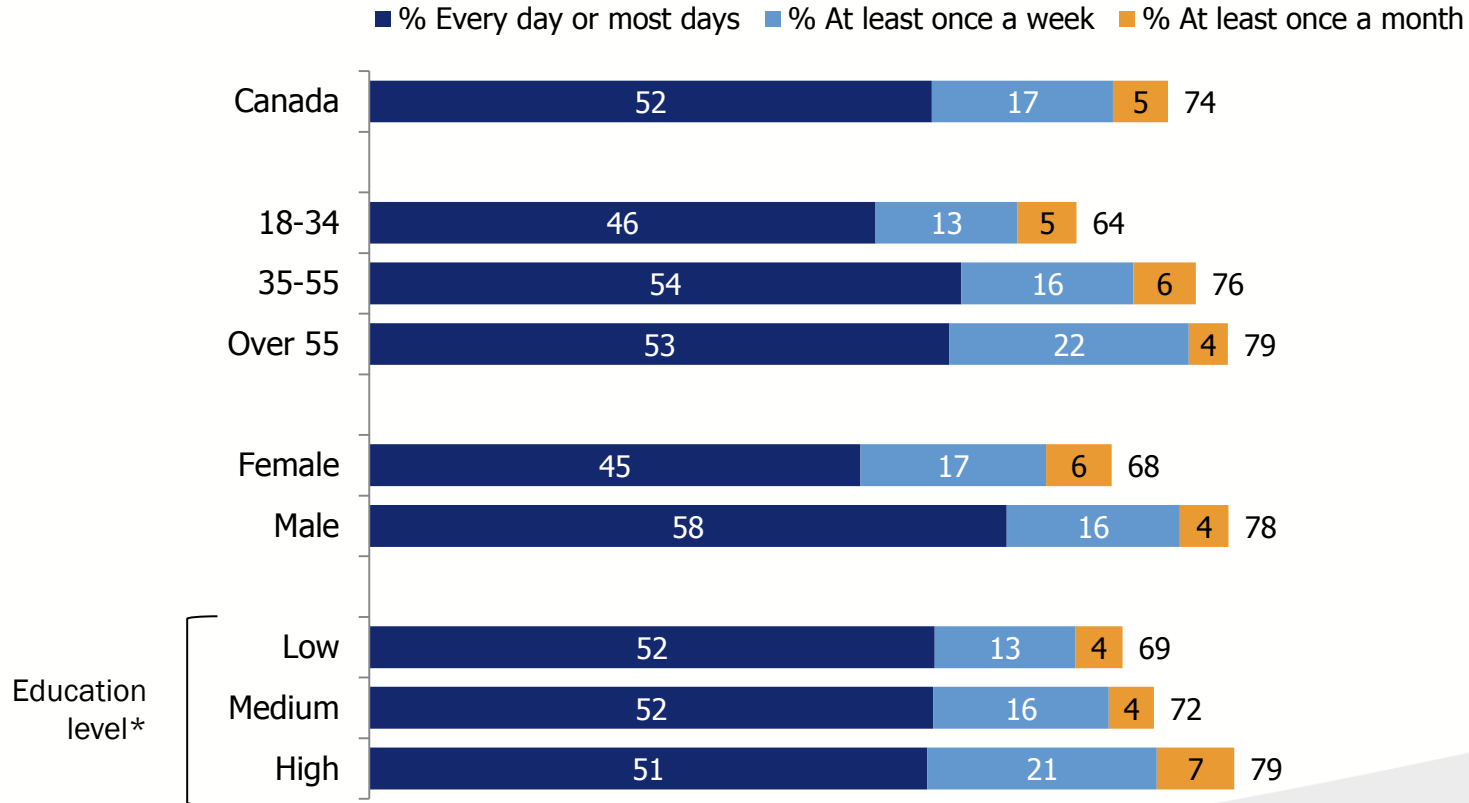
By Region and Community Size, 2014



Numbers may not always add up due to rounding

Frequency of Driving Alone in a Car/Truck

By Demographics, 2014

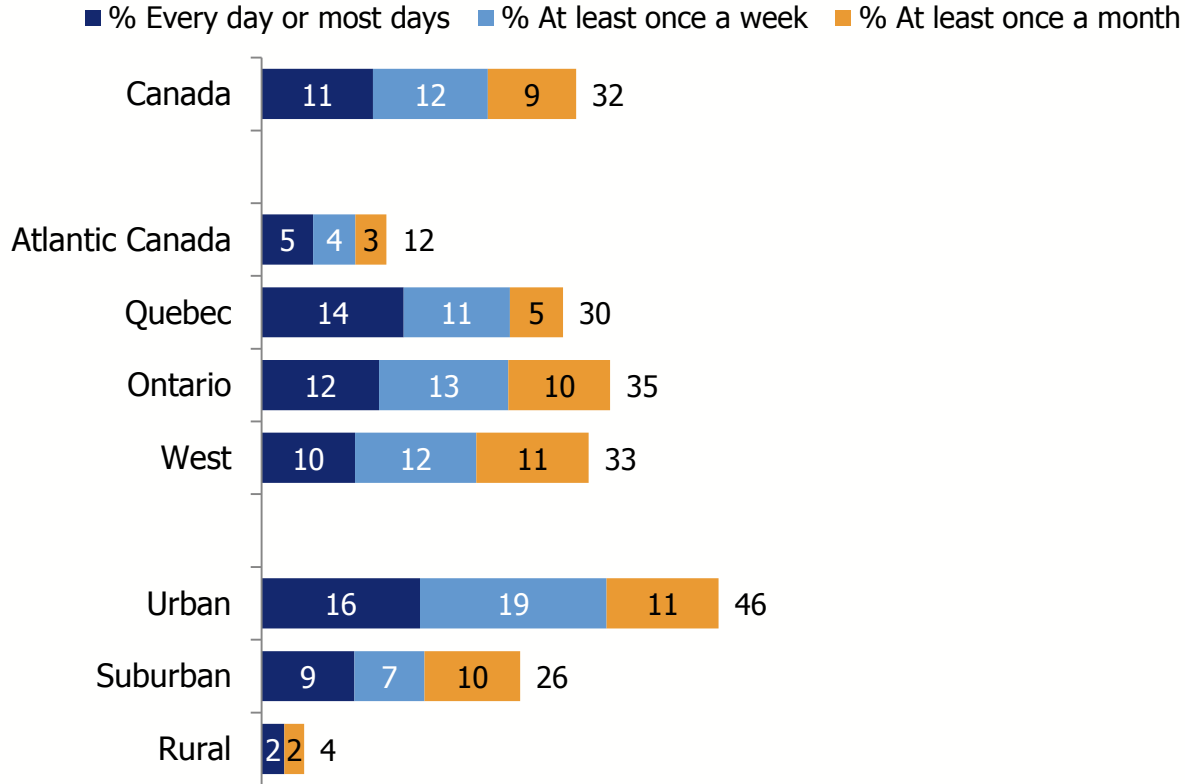


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Frequency of Using Local Public Transportation

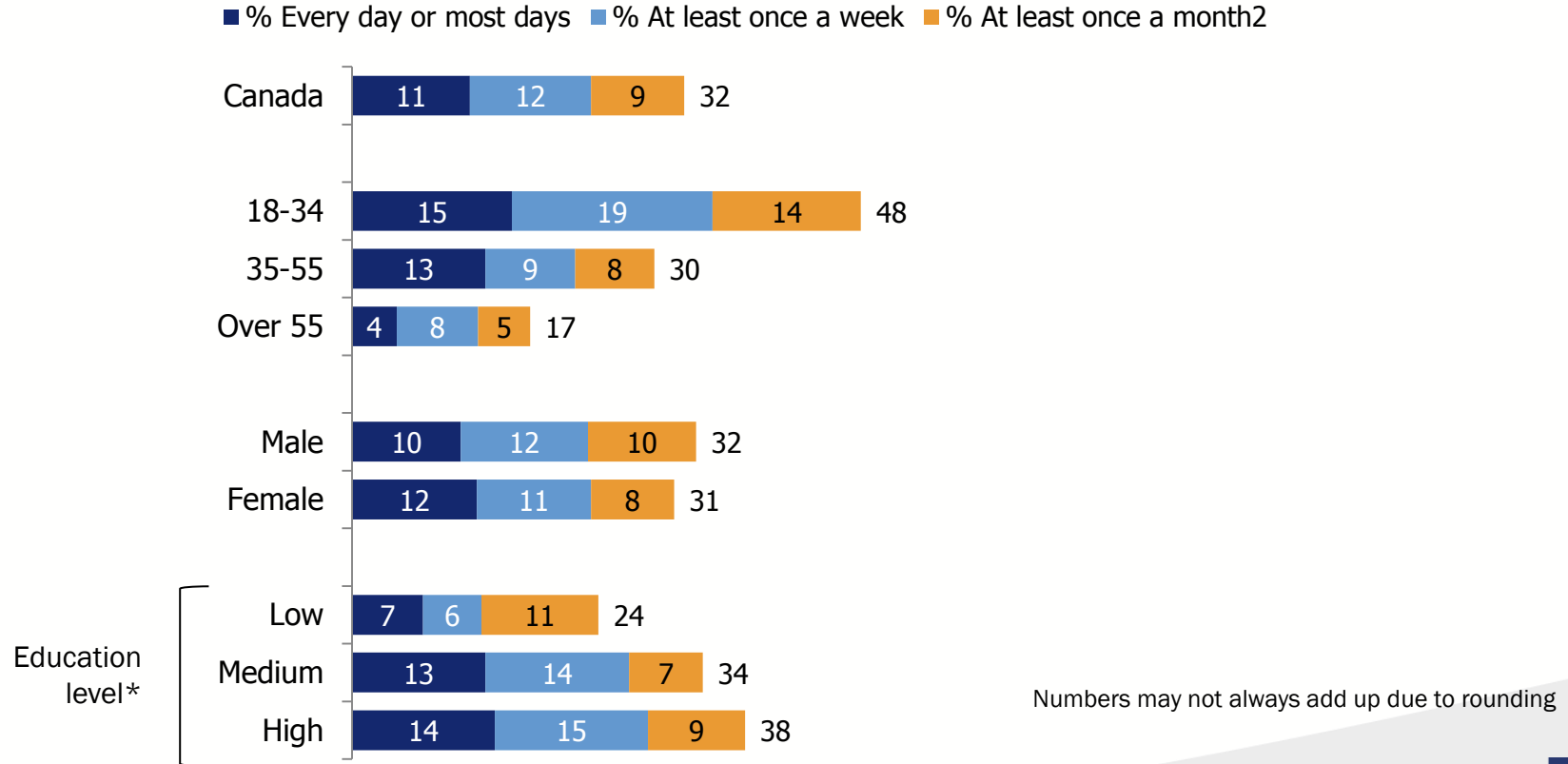
By Region and Community Size, 2014



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Frequency of Using Local Public Transportation

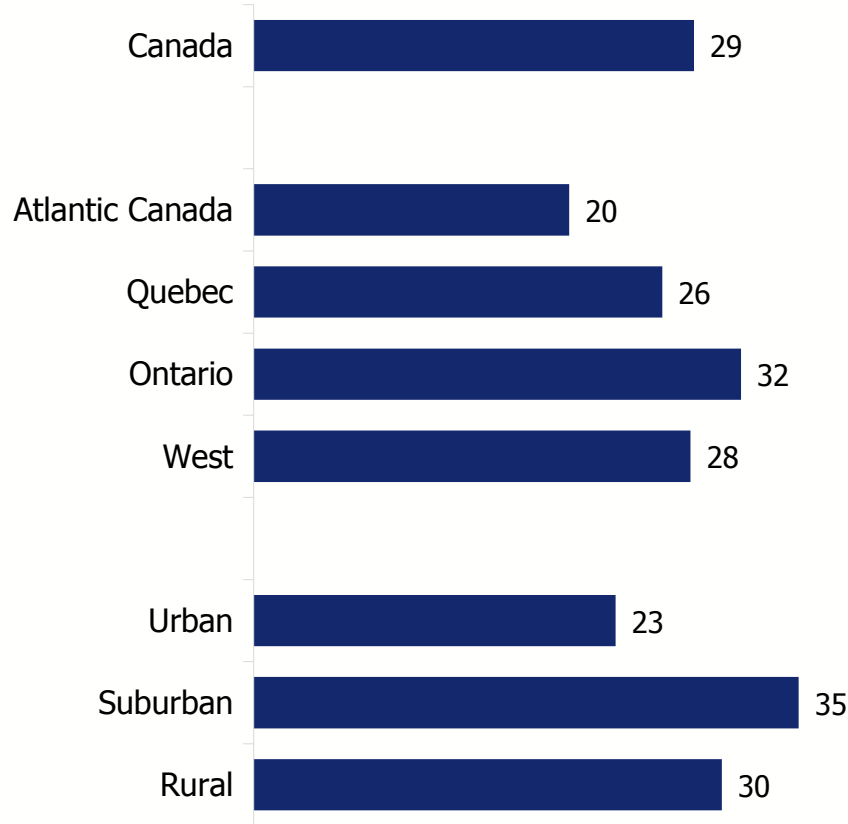
By Demographics, 2014



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Type of Motor Vehicle Consumers Personally Drive: Mini-Van / SUV

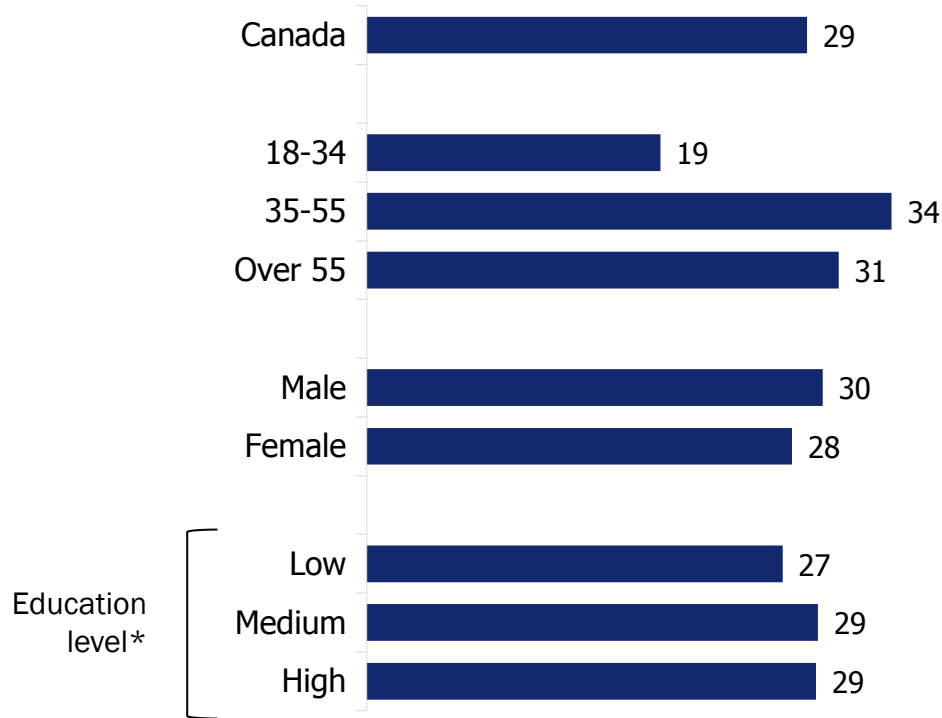
% By Region and Community Size, 2014



Subsample: Respondents who indicated that they drive a motorized vehicle. $n=942$

Type of Motor Vehicle Consumers Personally Drive: Mini-Van / SUV

% By Demographics, 2014



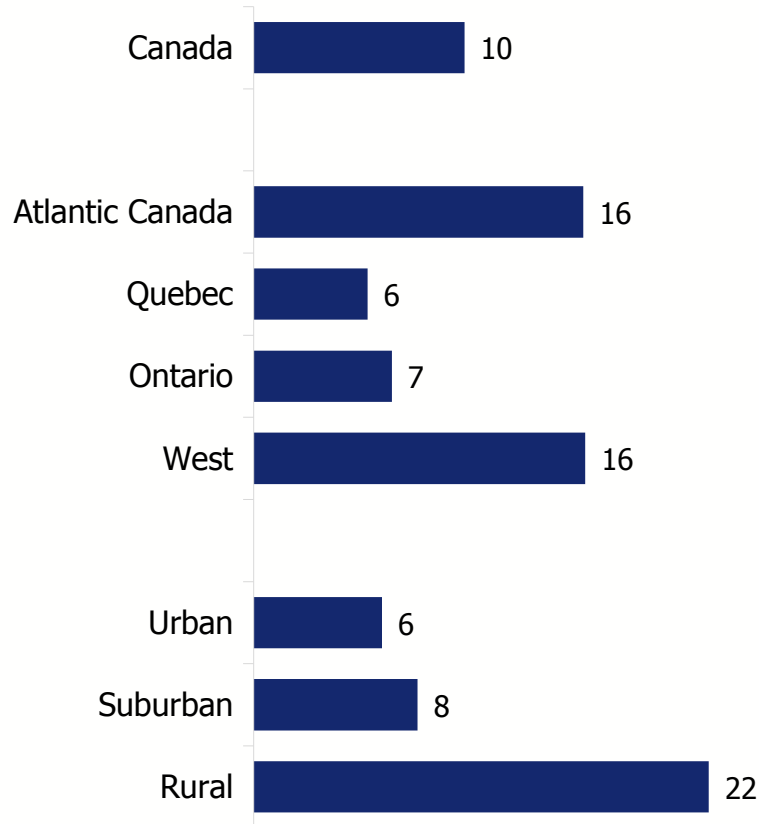
Subsample: Respondents who indicated that they drive a motorized vehicle. $n=942$

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Type of Motor Vehicle Consumers Personally Drive: Truck / Full-Size Van

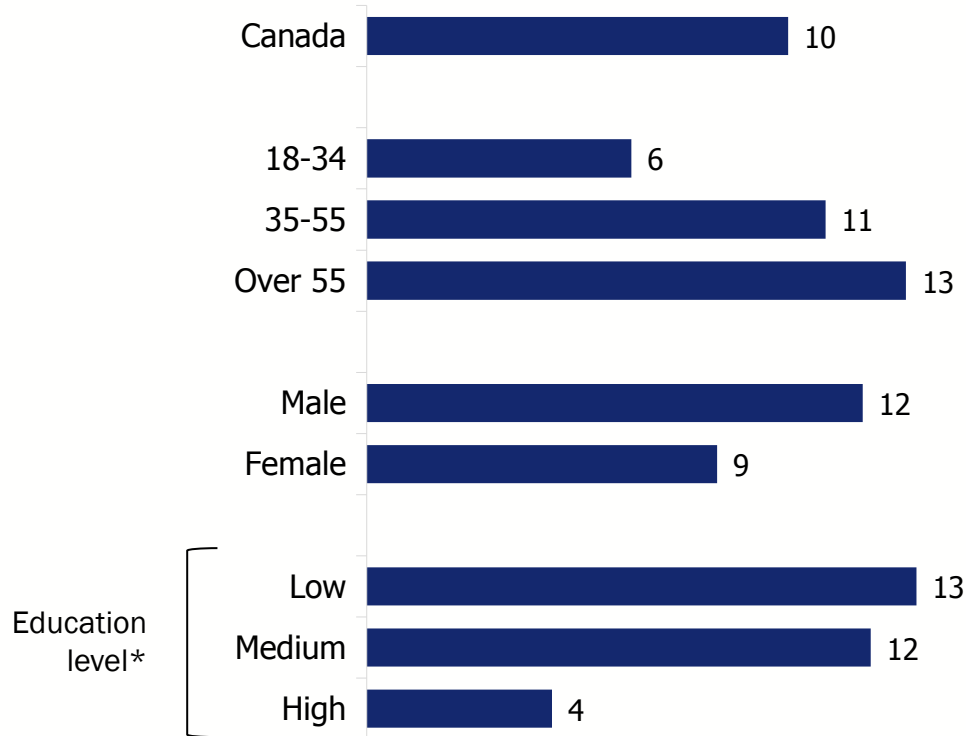
% By Region and Community Size, 2014



Subsample: Respondents who indicated that they drive a motorized vehicle. $n=942$

Type of Motor Vehicle Consumers Personally Drive: Truck / Full-Size Van

% By Demographics, 2014



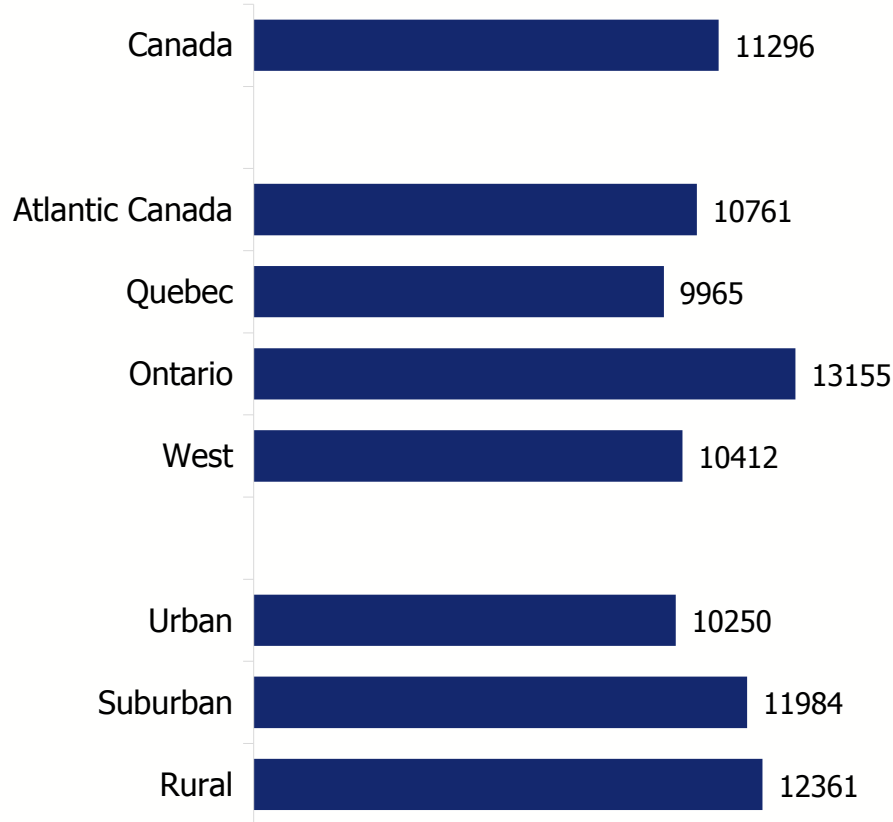
Subsample: Respondents who indicated that they drive a motorized vehicle. $n=942$

* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above



Number of Miles Driven in the Past Year

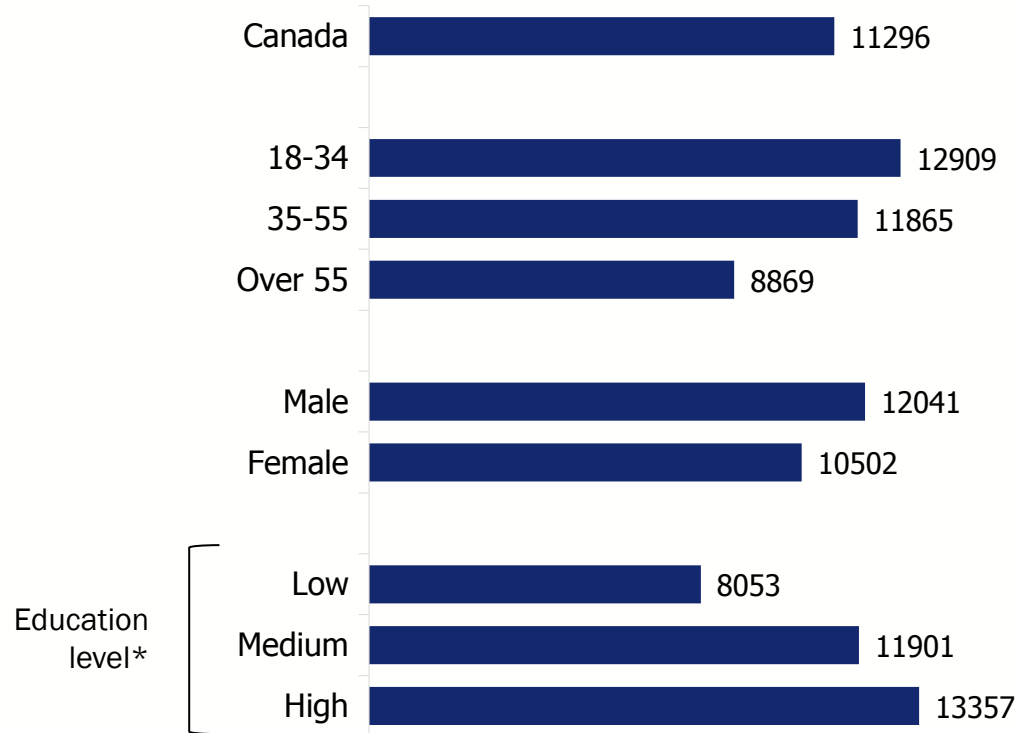
By Region and Community Size, 2014



Subsample: Respondents who drive a motorized vehicle other than for their job. $n=789$

Number of Miles Driven in the Past Year

By Demographics, 2014

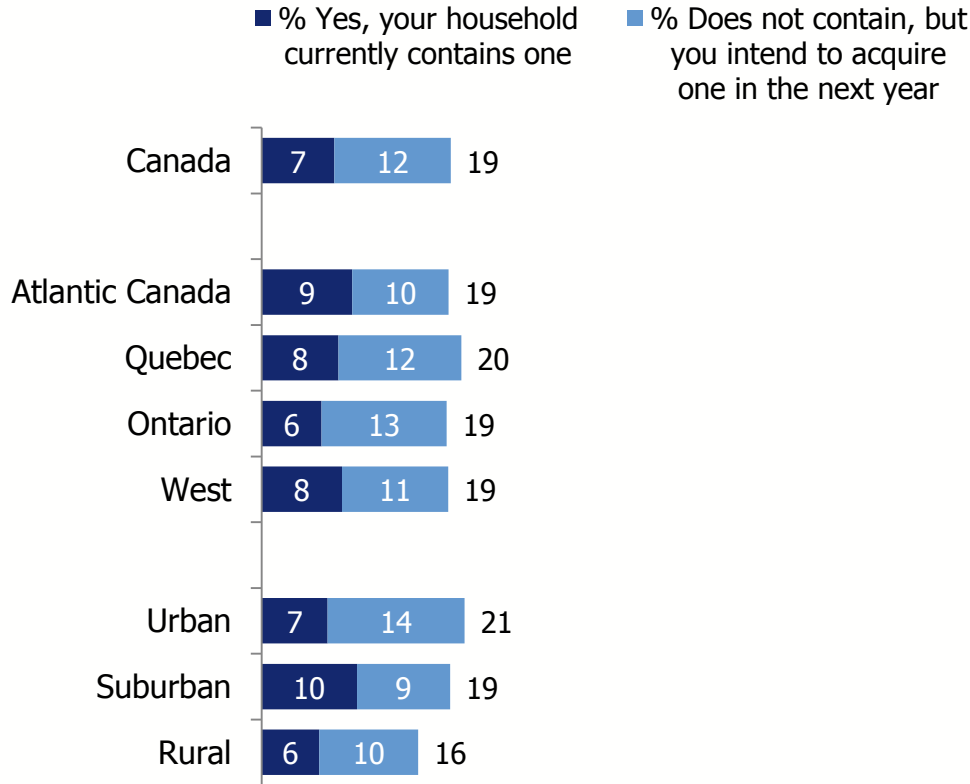


Subsample: Respondents who drive a motorized vehicle other than for their job. $n=789$

* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Owning an Ultra-Low Emissions Vehicle

By Region and Community Size, 2014

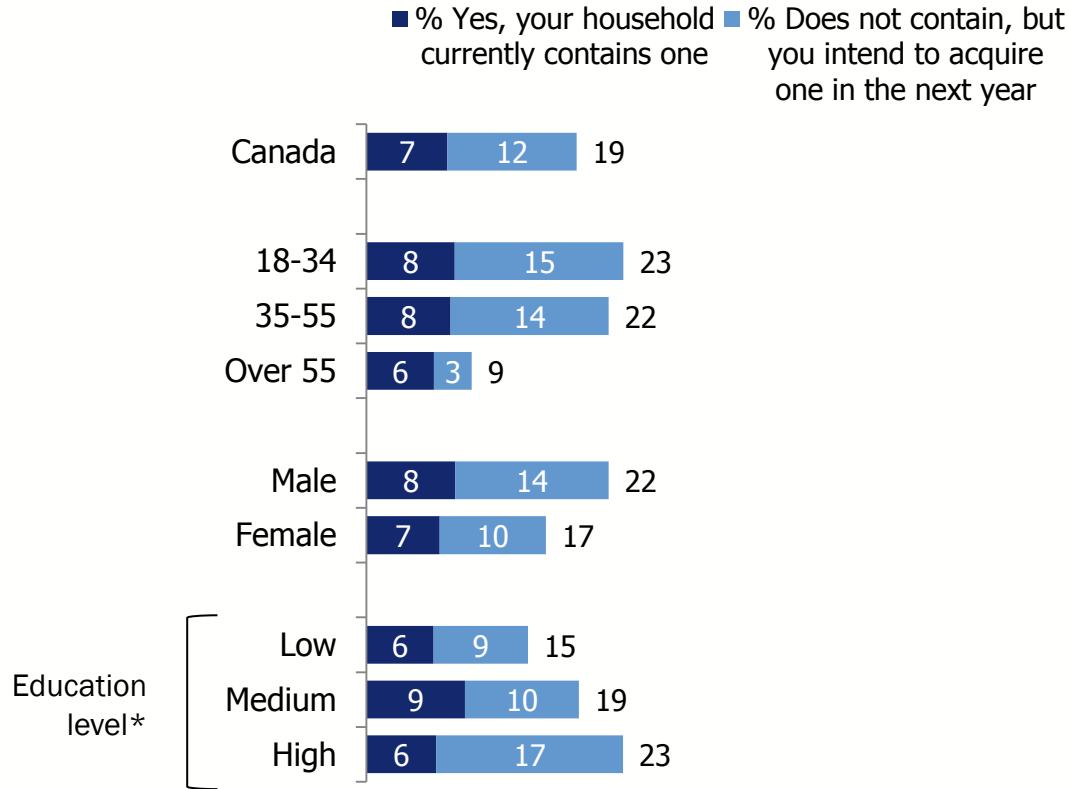


Numbers may not always add up due to rounding



Owning an Ultra-Low Emissions Vehicle

By Demographics, 2014



Numbers may not always add up due to rounding

* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Food Sub-Index

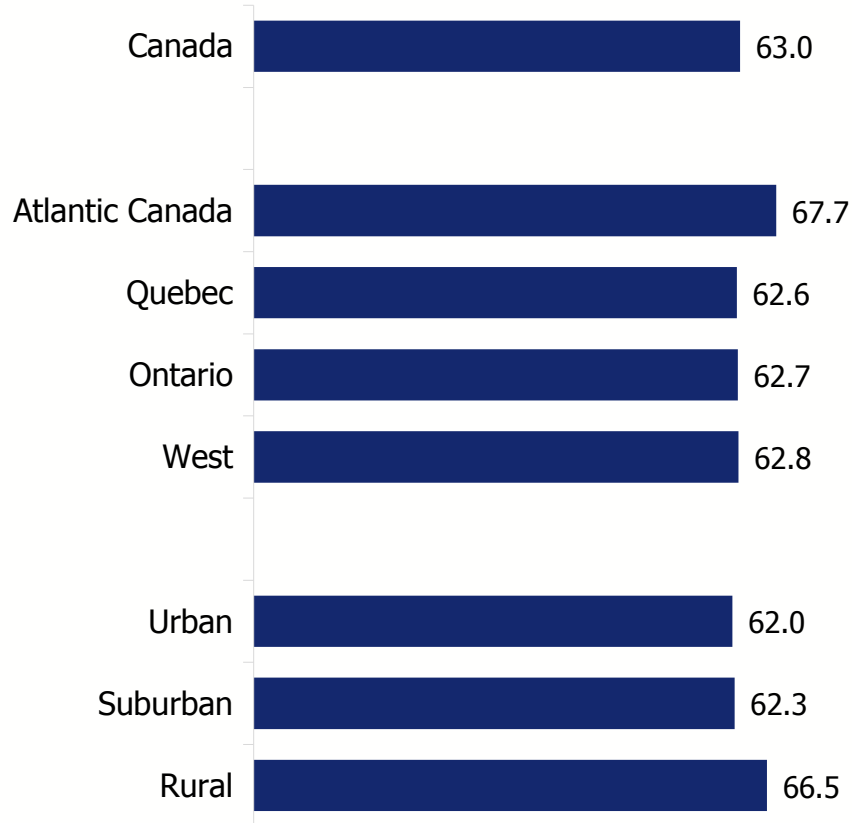
Food Sub-Index: Key Findings



- In contrast to other areas of consumption with a heavy impact on the environment and the climate, Canadians score relatively well on the Greendex food sub-index compared to people in the other countries surveyed. Four in ten Canadians now agree that it is worth paying a premium for local or organic foods, while one in five say they have already changed their eating habits for environmental reasons, and plan to make further changes.
- Atlantic Canadians and those in rural areas show less impact on the environment and the climate in the area of food consumption, compared to other Canadians. Older Canadians also score higher on the sub-index, while women score slightly higher than men and those with a low education level score slightly higher than those with more education (and likely higher income).
- In line with their lighter environmental and climatic footprint, Atlantic and rural Canadians are more likely than others to say that it is worth it to them to pay more for local or organic foods. Those residing in Quebec and in the suburbs, along with middle-aged (35-55) Canadians and those with a low education level (and likely lower income) are the most hesitant to pay a premium for food that is local or organic.
- Atlantic and rural Canadians also claim they drink bottled water less frequently, along with women, older Canadians, and those with a high education level. Canadians residing in Quebec, in the suburbs and in urban areas, young and middle-aged Canadians, males, and those with a low level of education tend to drink more bottled water, further adding to their environmental footprint.
- Going forward, rural Canadians, women, and those with either low or high education levels (as opposed to medium) are particularly likely to claim that they have already changed their eating habits for environmental reasons, and plan to make further changes. People in Western Canada and in the suburbs, along with males and those with a mid-level of education, are instead particularly hesitant to change their habits.

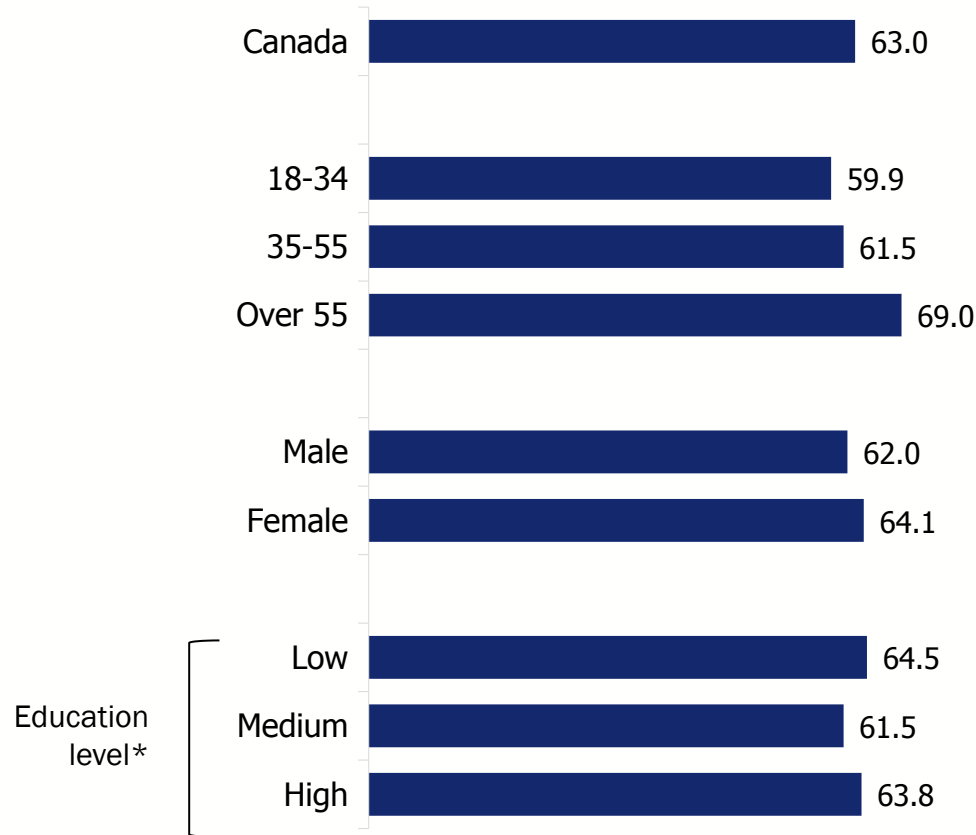
Food Sub-Index Score

By Region and Community Size, 2014



Food Sub-Index Score

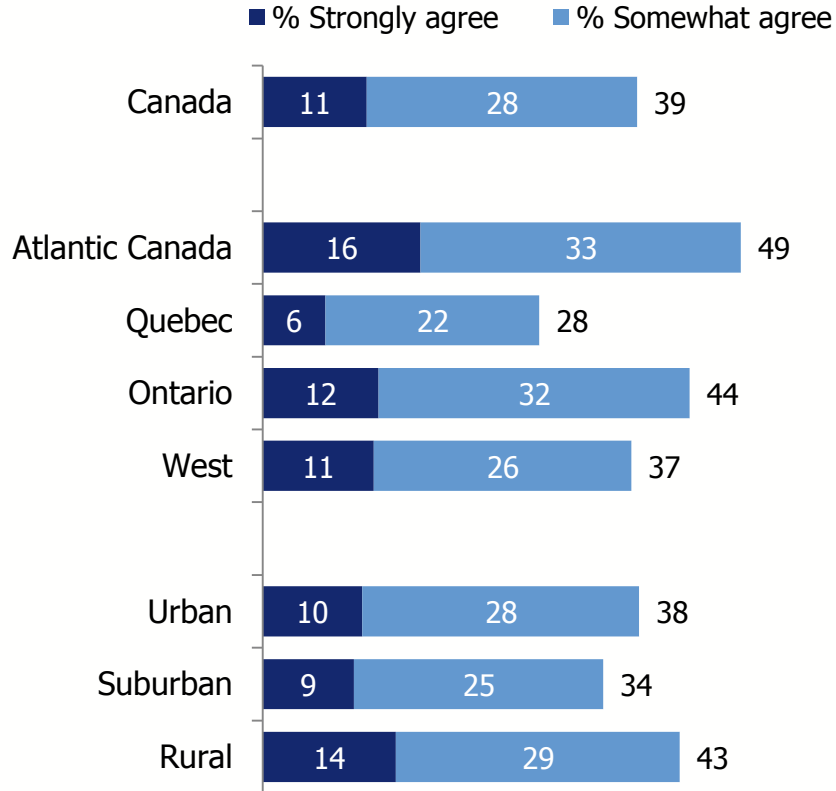
By Demographics, 2014



* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

It is Worth it to Pay More for Local or Organic Foods

By Region and Community Size, 2014

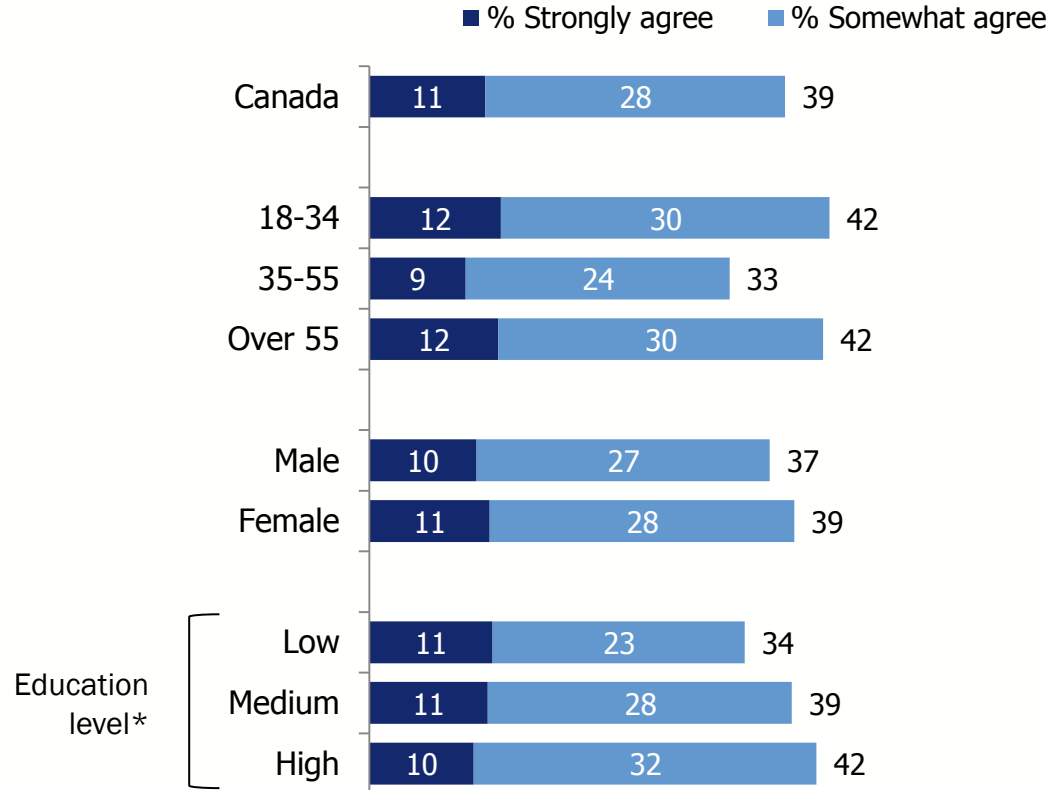


Numbers may not always add up due to rounding



It is Worth it to Pay More for Local or Organic Foods

By Demographics, 2014



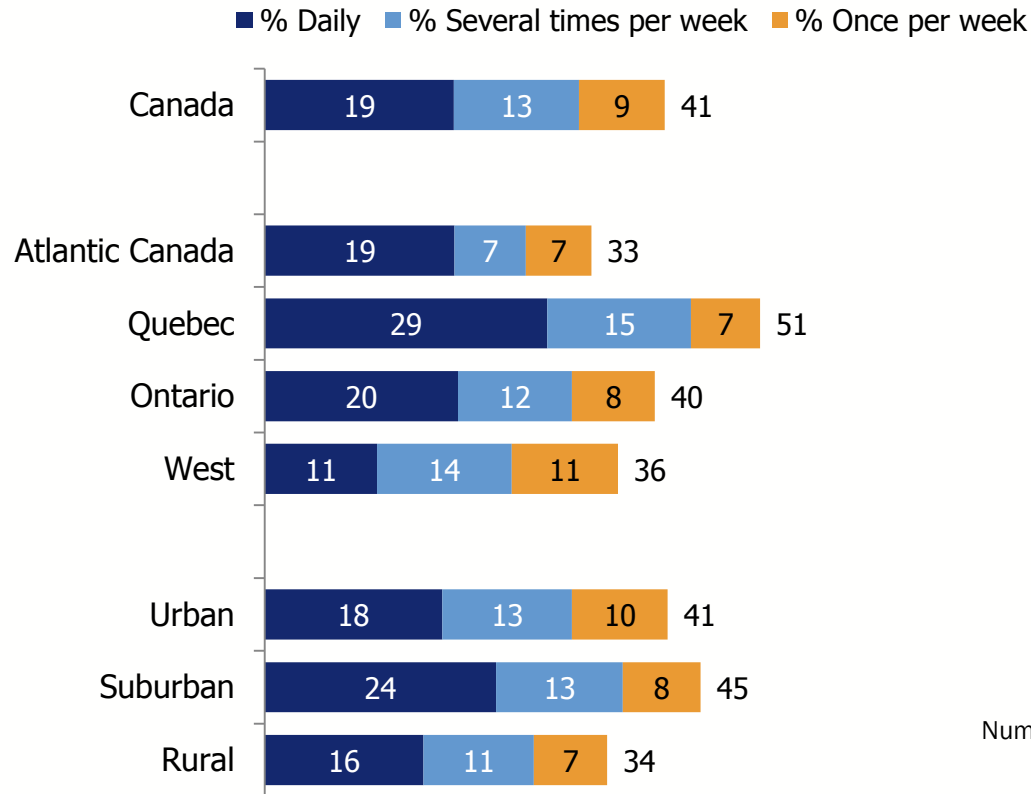
Numbers may not always add up due to rounding



* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Frequency of Consumption of Bottled Water

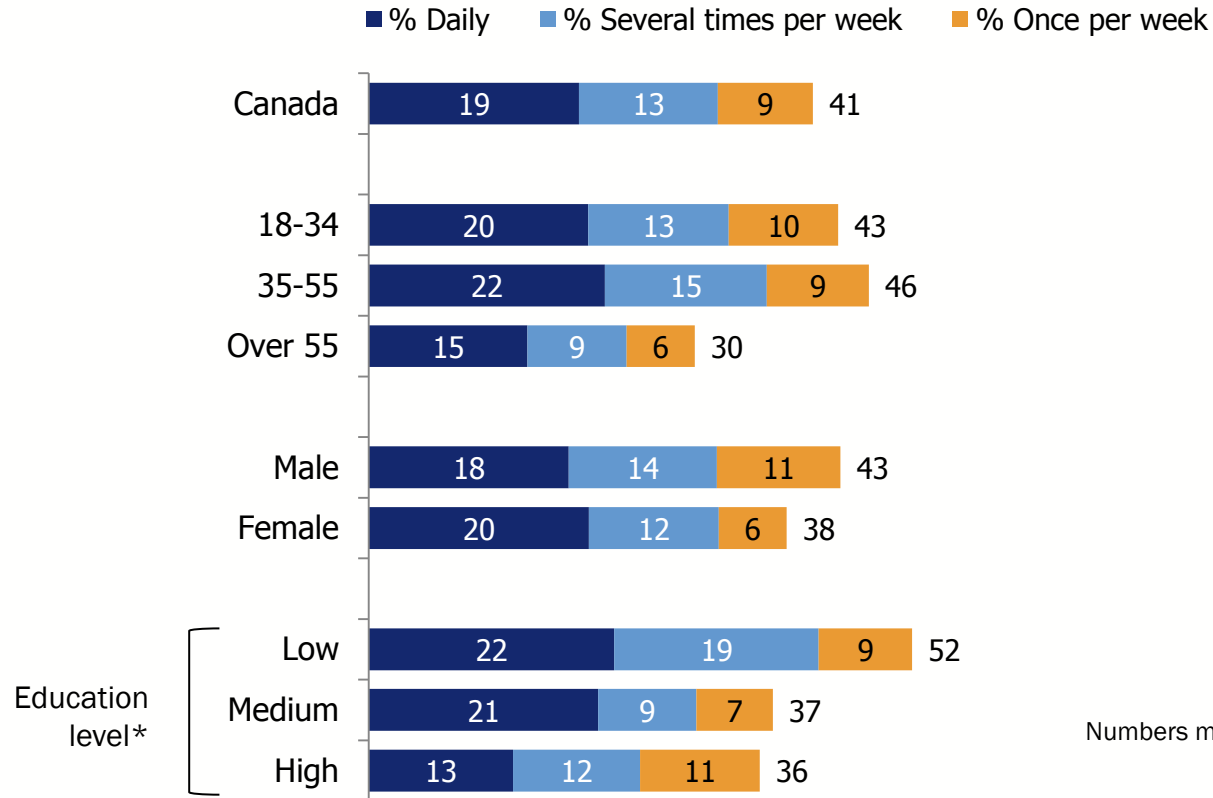
By Region and Community Size, 2014



Numbers may not always add up due to rounding

Frequency of Consumption of Bottled Water

By Demographics, 2014

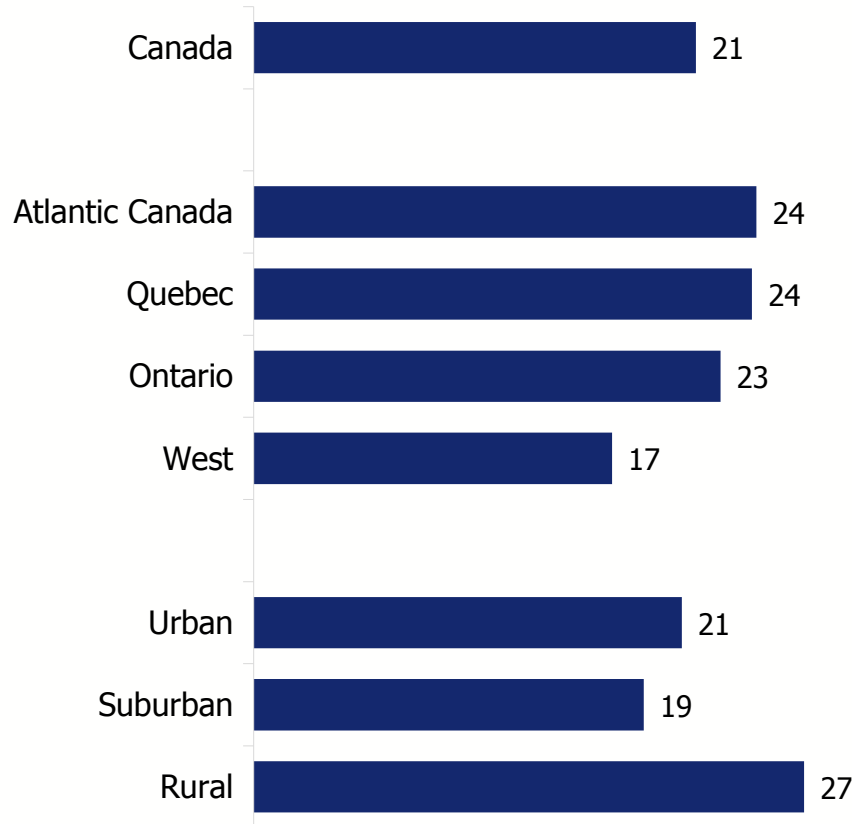


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* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

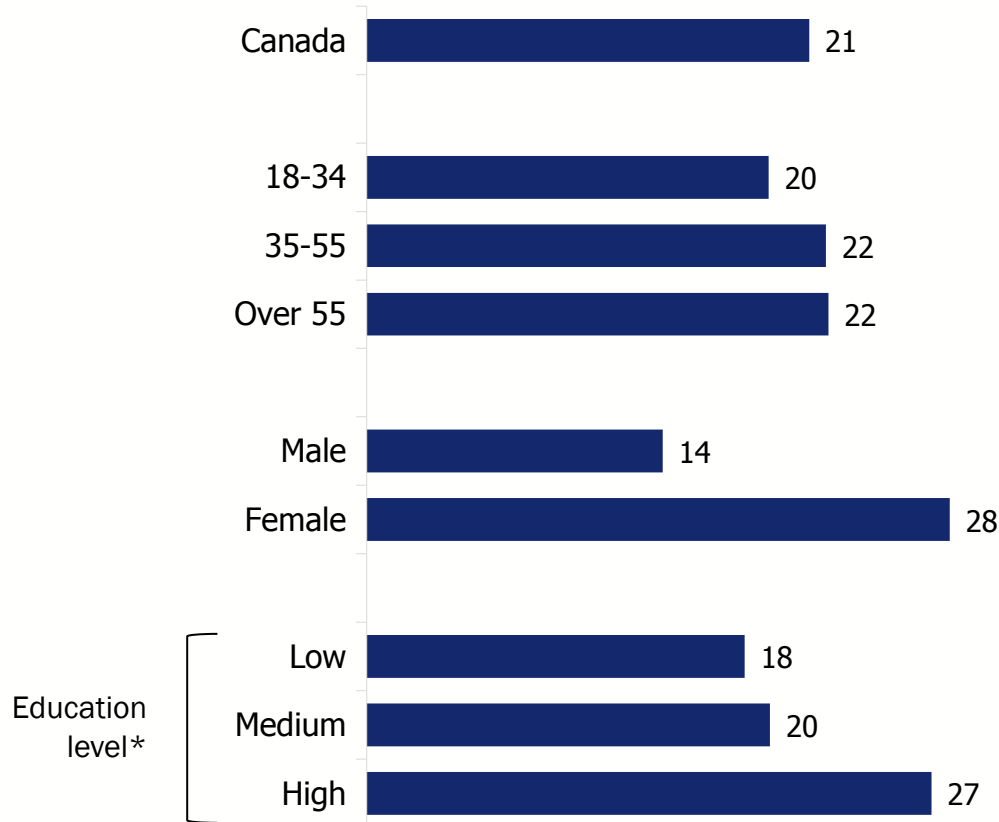
Have Changed Food Consumption Habits for Environmental Reasons and Intend to Make More Changes

% By Region and Community Size, 2014



Have Changed Food Consumption Habits for Environmental Reasons and Intend to Make More Changes

% By Demographics, 2014



* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Goods Sub-Index

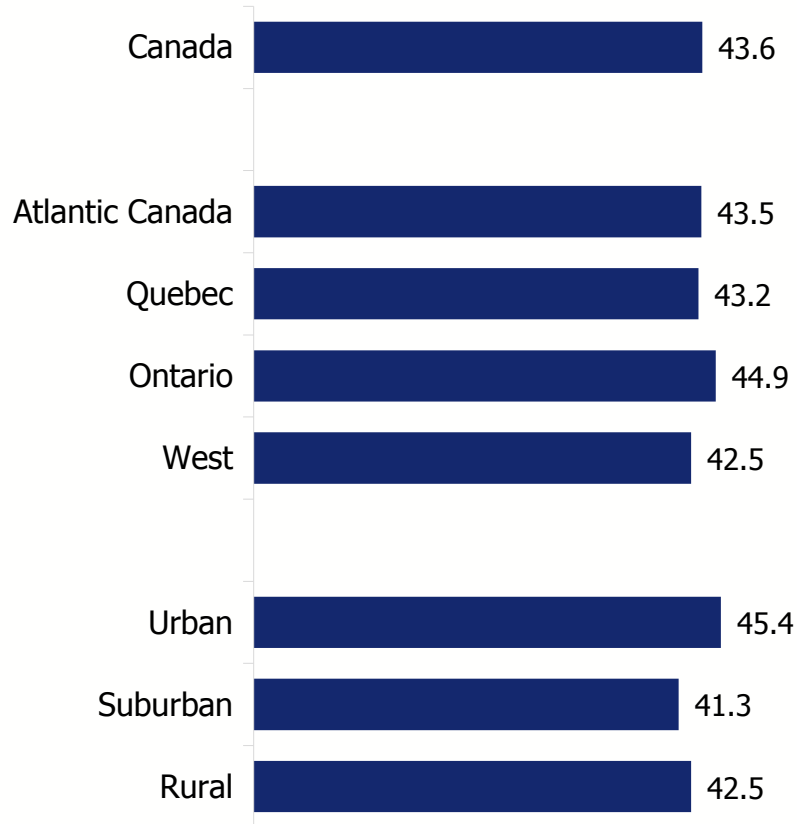
Goods Sub-Index: Key Findings



- Canadians again score relatively poorly on the Greendex goods sub-index compared to people in the other countries surveyed (ahead only of Americans).
- Urban Canadians and women tend to score slightly higher on the goods sub-index, suggesting their consumer habits likely have a somewhat lighter impact on the environment and the climate.
- However, urban Canadians, along with people residing in Quebec and young people, are less likely than others to claim that they frequently recycle, although majorities of all demographic groups still do.
- Canadians in different regions and of demographic groups also report varying frequency of using reusable shopping bags, with those in Quebec and (to a lesser degree) Ontario, along with older Canadians, women, and people with a low level of education doing so more frequently than others.
- When asked how often they buy products specifically because they are better for the environment, just over one-third of Canadians claim they do so often or all the time. However, as many as one in five Canadians say that the extra cost of buying environmentally friendly products is not worth it to them.
- Canadians residing in Quebec and Ontario, rural Canadians, and women are most likely to claim they buy environmentally friendly products, while Western Canadians, those middle-aged, and people with a medium level of education are least likely to say the same. However, Canadians residing in Quebec, along with suburban Canadians, males, and those with a lower level of education are most likely to think that the extra cost of buying environmentally friendly products is not worth it. Atlantic Canadians, women, and those with a high education level are the most likely to disagree.

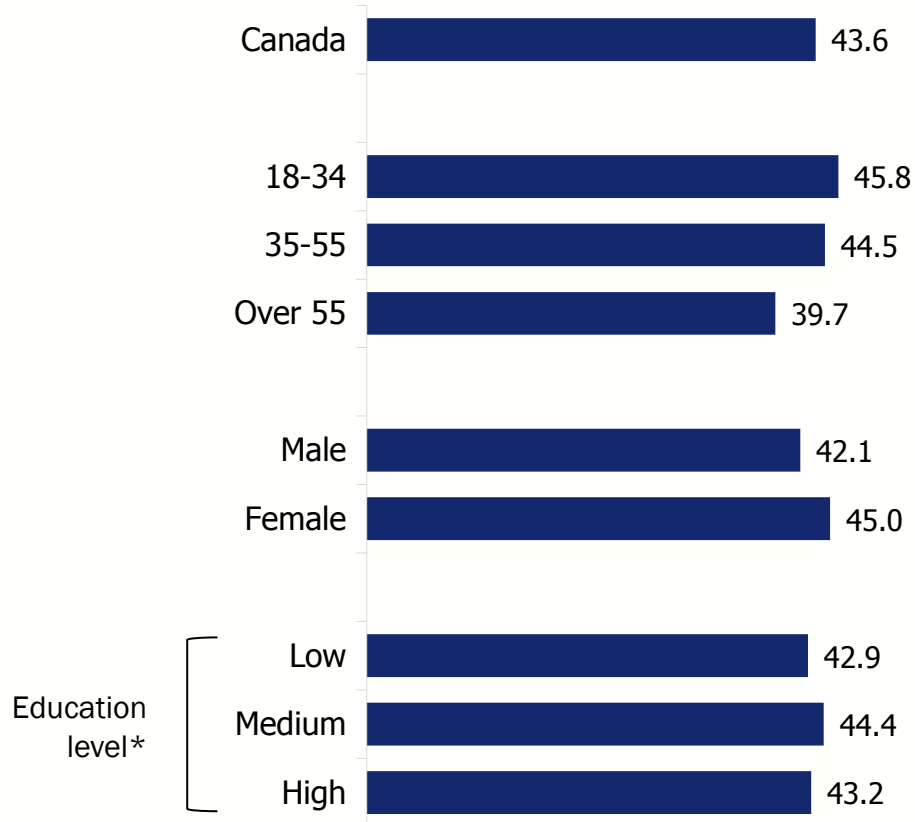
Goods Sub-Index Score

By Region and Community Size, 2014



Goods Sub-Index Score

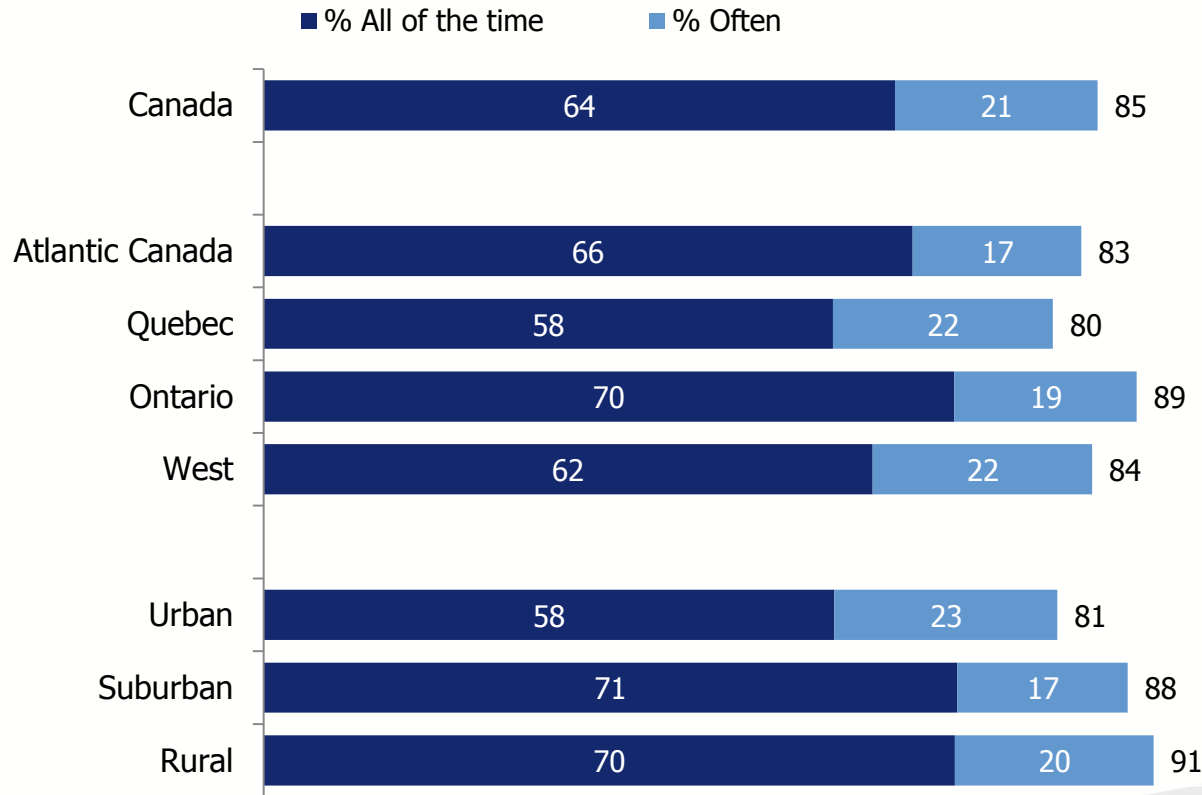
By Demographics, 2014



* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Frequency of Recycling

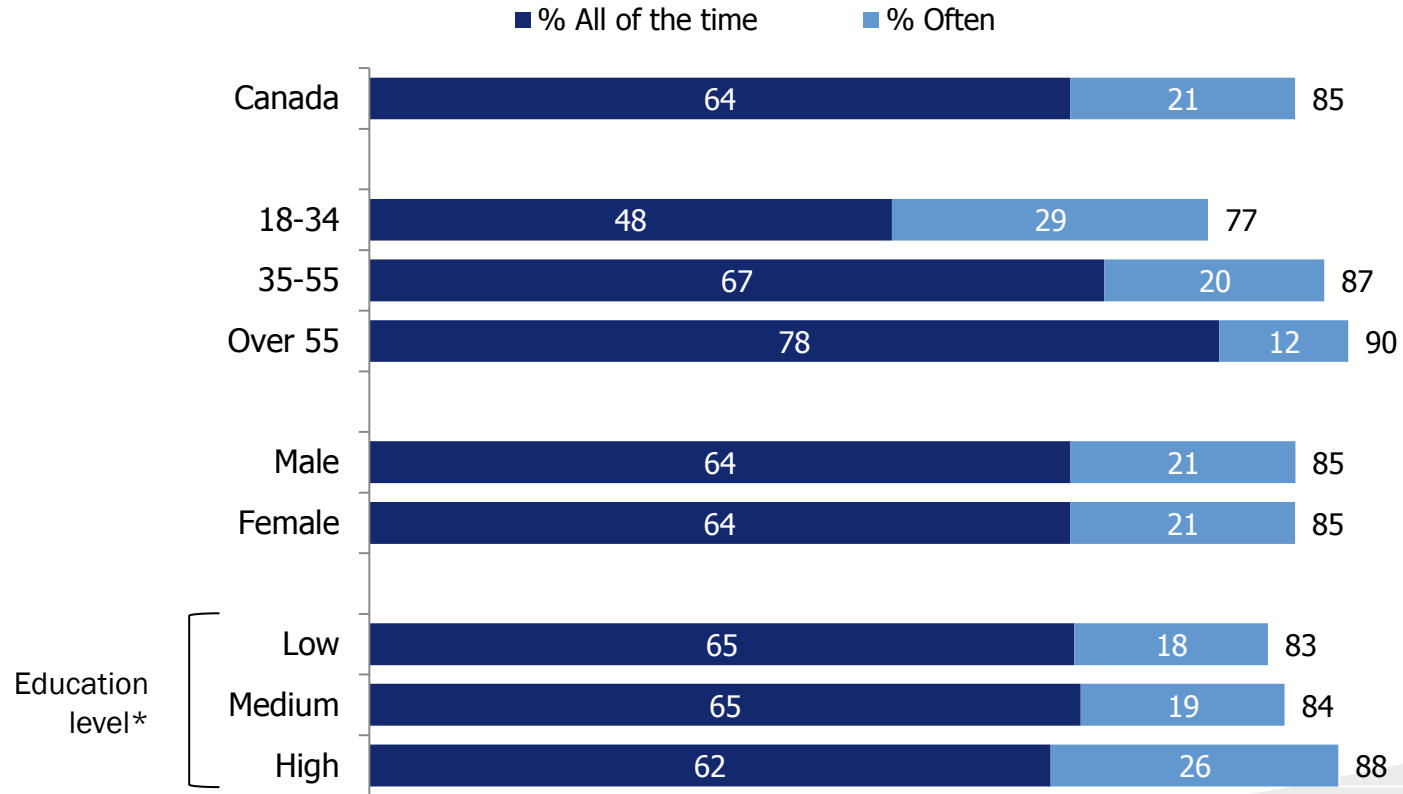
By Region and Community Size, 2014



Numbers may not always add up due to rounding

Frequency of Recycling

By Demographics, 2014

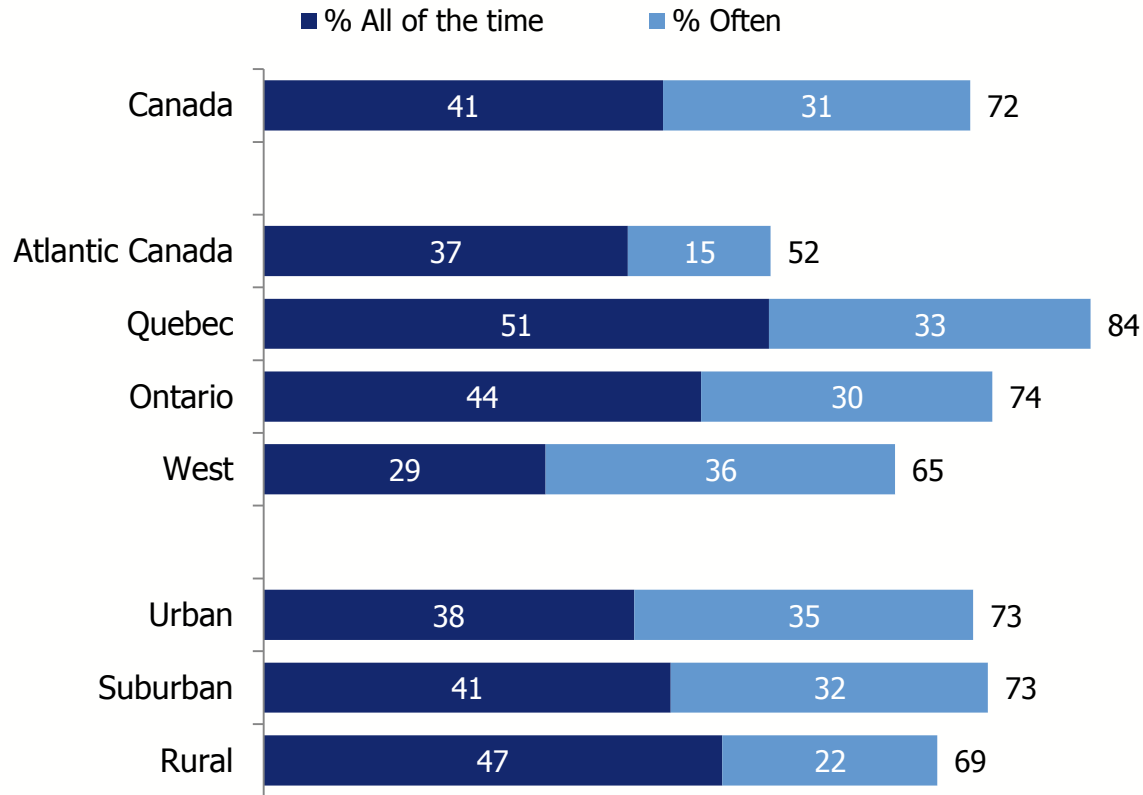


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* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Frequency of Using Reusable Shopping Bags

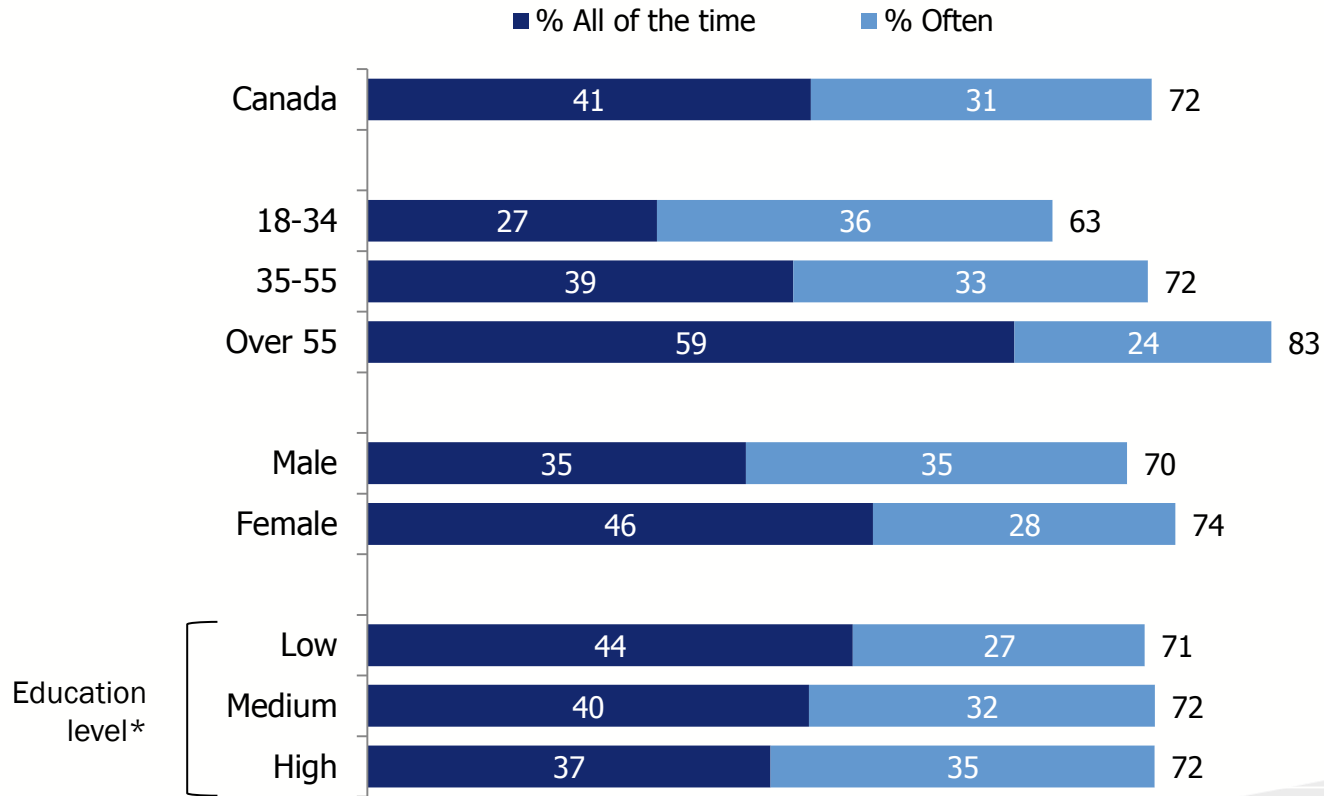
By Region and Community Size, 2014



Numbers may not always add up due to rounding

Frequency of Using Reusable Shopping Bags

By Demographics, 2014

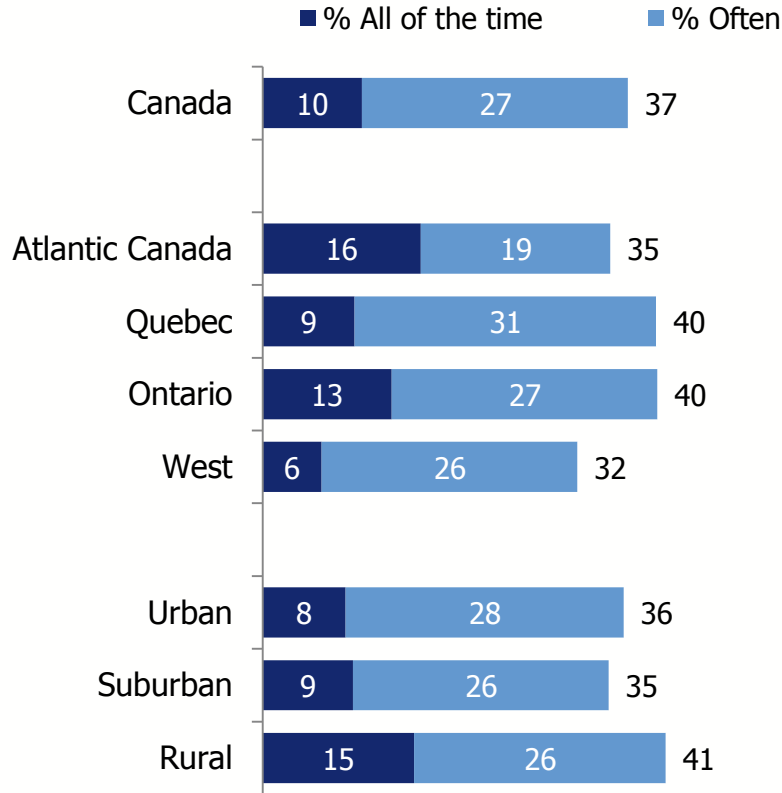


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* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

Frequency of Buying Products that are Better for the Environment

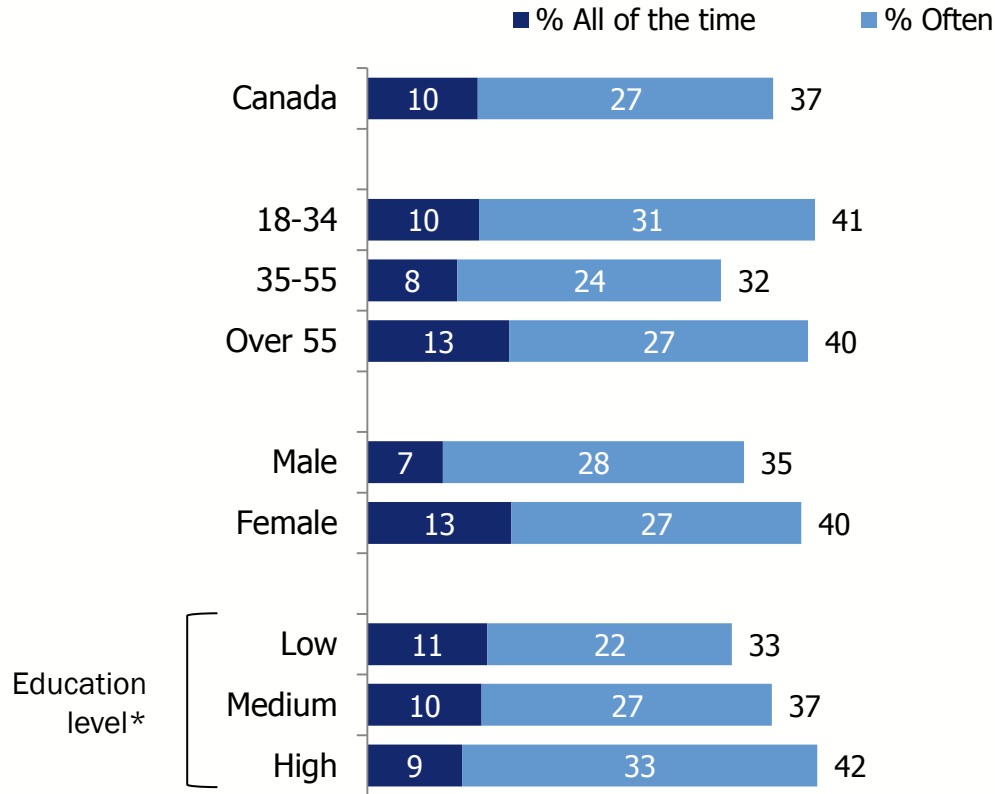
By Region and Community Size, 2014



Numbers may not always add up due to rounding

Frequency of Buying Products that are Better for the Environment

By Demographics, 2014

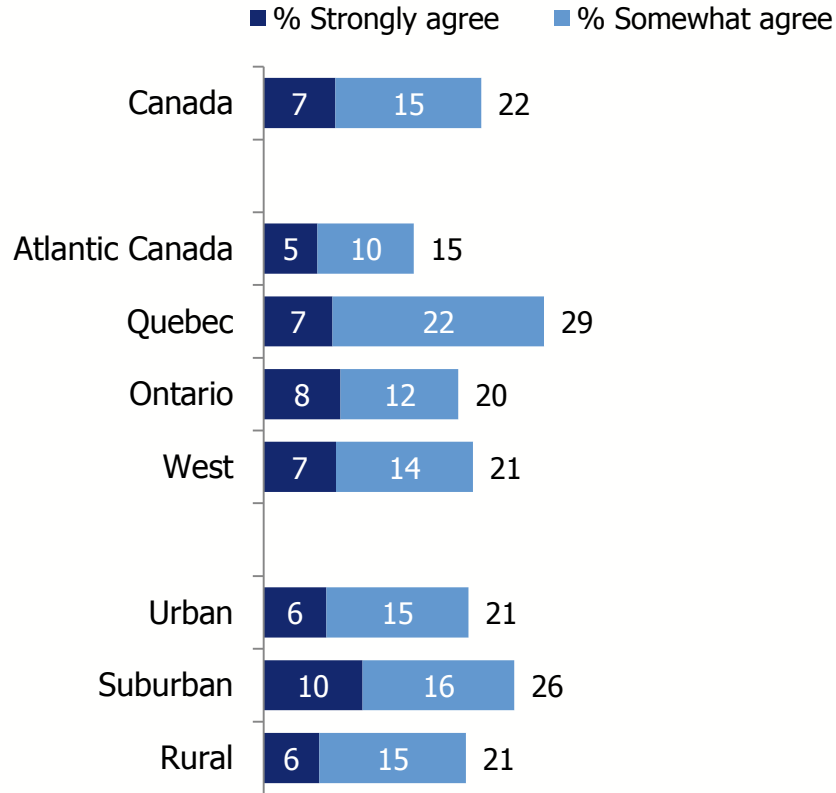


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* Low education = less than high school and completed high school; medium education = some college/university; high education = university and above

The Extra Cost of Environmentally Friendly Products is Not Worth It

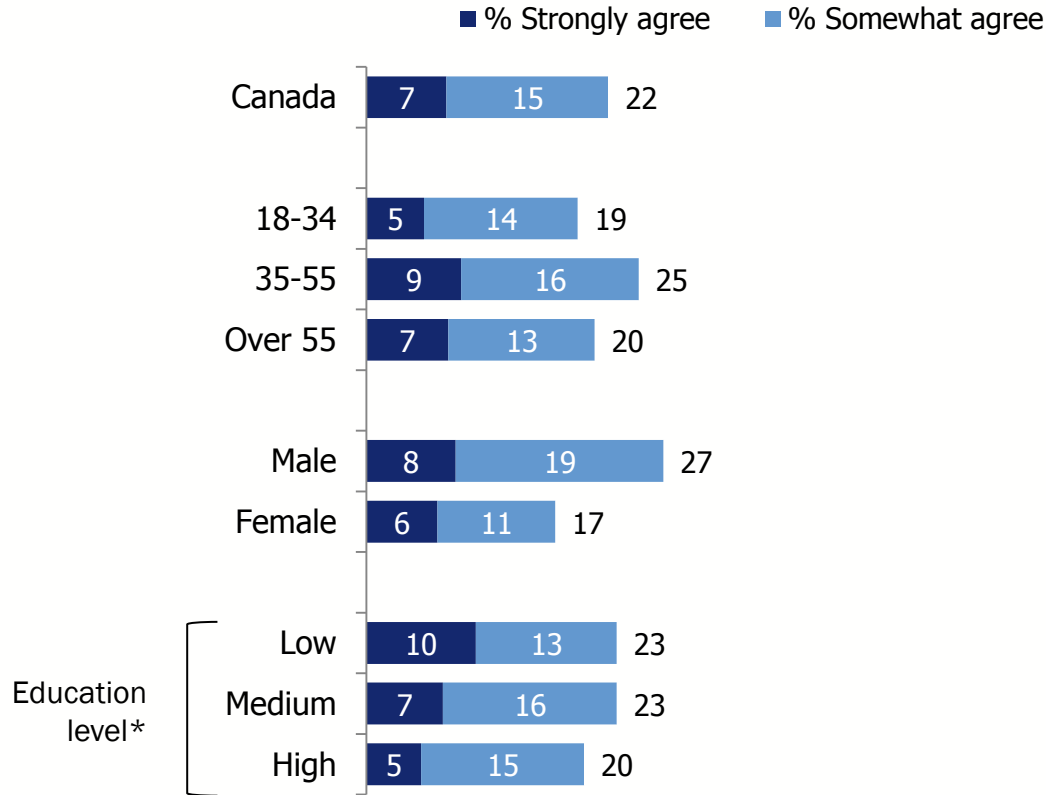
By Region and Community Size, 2014



Numbers may not always add up due to rounding

The Extra Cost of Environmentally Friendly Products is Not Worth It

By Demographics, 2014



Numbers may not always add up due to rounding

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Conclusions

Conclusions

- **Region:** Regionally, Canadians tend to differ the most in terms of their environmental and climatic footprint in the area of food consumption. Canadians in the Atlantic provinces stand out as having a more positive footprint in this area than those residing in the Western provinces, Ontario, and Quebec. Atlantic Canadians are more likely than others to say that it is worth it to them to pay more for local or organic foods, and they also drink bottled water less frequently. Canadians in different regions are most similar in terms of their consumption habits in the area of goods, including both everyday consumption and big-ticket items.
- **Community size:** Urban, suburban, and rural Canadians differ the most in terms of their environmental and climatic footprint in the area of transportation, with urban Canadians having a more positive footprint and rural Canadians a more negative footprint. Urban Canadians achieve a lighter environmental and climatic footprint from their use of transportation because of factors such as being less likely to drive alone, more frequent use of public transportation, being less likely to drive a large vehicle such as a mini-van, SUV, truck, or full-sized van, and driving fewer miles per year. The reasons behind the heavier footprint of rural Canadians instead include higher frequency of driving alone, less-frequent use of public transportation, being more likely than others to drive a truck or full-sized van, and driving a higher number of miles per year than those living in urban areas. Urban, suburban, and rural Canadians have the most similar environmental and climatic footprint in the area of housing.

Conclusions

- **Age:** Canadians of different ages vary the most in terms of their environmental and climatic impact in the area of food consumption, with Canadians over 55 years old having a more positive footprint, and young Canadians between 18 and 34 instead affecting the environment and the climate more negatively. Older Canadians are less likely than others to say they frequently drink bottled water, while younger Canadians are among the most frequent consumers of bottled water. Canadians of different ages are the most similar in terms of their environmental and climatic impact in the area of housing.
- **Gender:** In terms of their environmental and climatic footprint, men and women differ most in the area of transportation, with men having a more negative impact than women. The reasons behind the heavier impact of male Canadians include higher frequency of driving alone, being more likely than women to drive a truck or full-sized van, and driving a higher number of miles per year than females. Canadian men and women are the most similar in terms of their environmental and climatic impact in the area of housing.
- **Education:** Canadians with different levels of education differ the most in terms of their environmental and climatic impact in the area of food consumption, with those with a medium level of education (some college or university) standing out as having the most negative footprint. Canadians with different levels of education tend to have a similar impact in other areas, but are the most similar in their transportation habits.

Greendex Scores: by Region

Region	Overall Greendex Score	Housing Sub-Index Score	Transportation Sub-Index Score	Food Sub-Index Score	Goods Sub-Index Score
Canada	47.2	33.3	57.3	63.0	43.6
Atlantic Canada*	47.4	34.0	54.8	67.7	43.5
Quebec	48.1	35.0	58.2	62.6	43.2
Ontario	47.0	32.0	58.0	62.7	44.9
West	46.7	33.5	56.5	62.8	42.5

	Positive footprint
	Negative footprint

For each index, the difference between the highest and lowest scores was calculated to establish the range. The categories that score in the top 20% of that range are highlighted in green (positive footprint relative to others) and the ones that score in the bottom 20% are highlighted in red (negative footprint relative to others).

*Caution should be used when interpreting results for Atlantic Canada due to small sample size.

Greendex Scores: by Community Size

Community Size	Overall Greendex Score	Housing Sub-Index Score	Transportation Sub-Index Score	Food Sub-Index Score	Goods Sub-Index Score
Canada	47.2	33.3	57.3	63.0	43.6
Urban	48.0	33.6	60.5	62.0	45.4
Suburban	45.9	32.3	55.3	62.3	41.3
Rural	46.9	34.3	52.7	66.5	42.5

	Positive footprint
	Negative footprint

For each index, the difference between the highest and lowest scores was calculated to establish the range. The categories that score in the top 20% of that range are highlighted in green (positive footprint relative to others) and the ones that score in the bottom 20% are highlighted in red (negative footprint relative to others).

*Caution should be used when interpreting results for Atlantic Canada due to small sample size.

Greendex Scores: by Age

Age	Overall Greendex Score	Housing Sub-Index Score	Transportation Sub-Index Score	Food Sub-Index Score	Goods Sub-Index Score
Canada	47.2	33.3	57.3	63.0	43.6
18-34	48.3	34.3	59.9	59.9	45.8
35-55	47.0	34.4	56.7	61.5	44.5
Over 55	46.2	30.6	55.4	69.0	39.7

	Positive footprint
	Negative footprint

For each index, the difference between the highest and lowest scores was calculated to establish the range. The categories that score in the top 20% of that range are highlighted in green (positive footprint relative to others) and the ones that score in the bottom 20% are highlighted in red (negative footprint relative to others).

Greendex Scores: by Gender

Gender	Overall Greendex Score	Housing Sub-Index Score	Transportation Sub-Index Score	Food Sub-Index Score	Goods Sub-Index Score
Canada	47.2	33.3	57.3	63.0	43.6
Male	46.0	32.7	55.4	62.0	42.1
Female	48.3	33.9	59.2	64.1	45.0

	Positive footprint
	Negative footprint

For each index, the difference between the highest and lowest scores was calculated to establish the range. The categories that score in the top 20% of that range are highlighted in green (positive footprint relative to others) and the ones that score in the bottom 20% are highlighted in red (negative footprint relative to others).

Greendex Scores: by Education Level

Education Level*	Overall Greendex Score	Housing Sub-Index Score	Transportation Sub-Index Score	Food Sub-Index Score	Goods Sub-Index Score
Canada	47.2	33.3	57.3	63.0	43.6
Low	47.6	34.2	58.0	64.5	42.9
Medium	46.8	33.2	57.3	61.5	44.4
High	47.2	32.7	56.8	63.8	43.2

	Positive footprint
	Negative footprint

For each index, the difference between the highest and lowest scores was calculated to establish the range. The categories that score in the top 20% of that range are highlighted in green (positive footprint relative to others) and the ones that score in the bottom 20% are highlighted in red (negative footprint relative to others).

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