

Public Attitudes to Decarbonization of Metro Vancouver

The Urban Zero Challenge
Conference February 6, 2024

PRESENTED BY



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Key Findings



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Jobs and the economy and creating more supply of housing are the most important issues in the next 10 years for Metro Vancouver residents, which likely speaks to concerns about affordability in the region.

Decarbonization ranks third most important of the five issues measured, behind economic and housing concerns.

Residents rate their **concern about greenhouse gas emissions in Metro Vancouver an average of 6.3** on a scale where 10 means 'extremely concerned'. But they are **less concerned about their own footprint**, providing an average rating of 5.1.

Industry is believed to be the top carbon emitter in Metro Vancouver, followed by private vehicles and commercial transportation.

Smart technology, industry incentives, solar power and alternative transportation modes are viewed as the **most effective ways to reduce greenhouse gas emissions** in the region.

Rated as **least effective** are carbon offsets, carbon taxes, and using wood instead of concrete for building construction.

When asked about **personal actions they would take to reduce their own footprint**, there is some resistance (by 40% or more) to installing a heat pump if owning a home, purchasing an EV or hybrid vehicle, limiting or reducing air travel, and purchasing carbon offsets.

Metro Vancouver residents are **cautiously optimistic that BC will be able to meet its future electricity needs** with two-thirds (67%) at least 'somewhat' confident but only 22% 'very' confident.

But residents are **not confident that Metro Vancouver will be able to meet its net zero emission goals** with our current population growth. Only 30% have some degree of confidence.

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Detailed Findings



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Most Important Issues in Next 10 Years

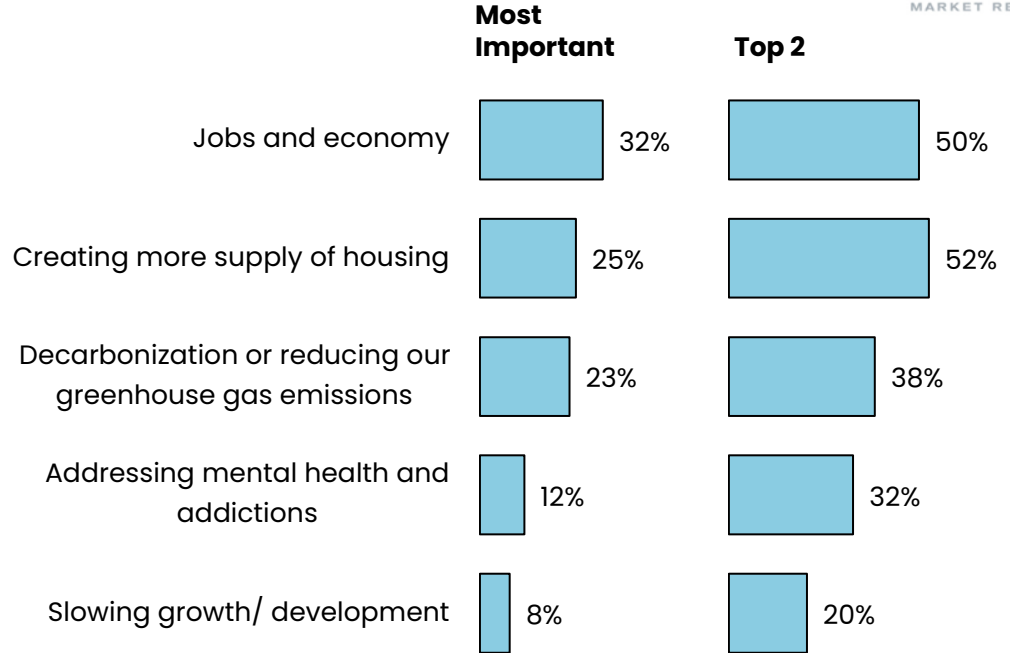


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Jobs and the economy and creating more supply of housing are the most important issues in the next 10 years for Metro Vancouver residents, which likely speaks to concerns about affordability in the region.

Decarbonization ranks third most important of the five issues measured.

Slowing growth or development is of least importance.



Base: Total (n=400)

Q.1) Of the following, which issue is most important to you in the next ten years? 2nd most important?

Concern about Carbon Emissions in Metro Vancouver

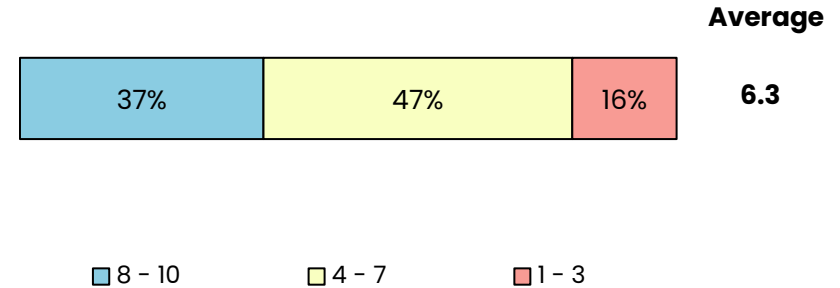


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Residents rate their **concern about greenhouse gas or carbon emissions in Metro Vancouver** an average of **6.3** on a scale of 1 to 10 where 10 means 'extremely concerned'.

One-third (37%) provide a top box score of 8-10. Most of the remainder provide a middle range score of 4-7 (47%), with a small group, 16%, not particularly concerned (rating 1-3).

Concern tends to be higher among women than men (7.0 versus 5.6 average) and among those with post-secondary degrees (6.6 versus 5.9 average among those with less education). Concern does not vary significantly by age or region.



Scale: 1 = not at all concerned 10 = extremely concerned

Base: Total (n=400)

Q.2) Given all the issues of concern to you, on a scale of 1 to 10 please rate your level of concern about carbon or greenhouse gas emissions in Metro Vancouver? (Scale: 1 = not at all concerned 10 = extremely concerned)

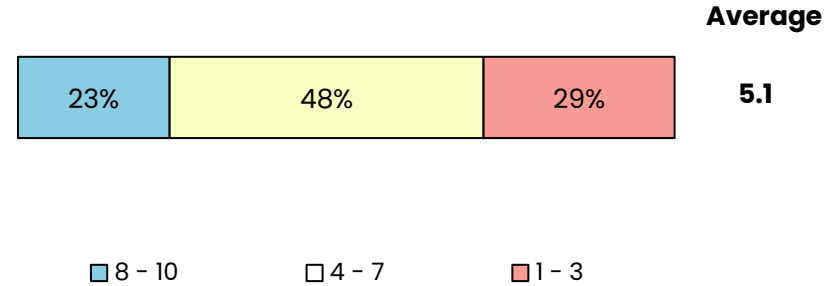
Concern about Personal Carbon Emissions Footprint



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Residents are less concerned about their own emission footprint, rating their concern an average of 5.1, with only 23% providing a top box rating of 8 to 10.

Women and those with post-secondary degrees also rate their own footprint higher than others.



Scale: 1 = not at all concerned 10 = extremely concerned

Base: Total (n=400)

Q.3) And how concerned are you about your own carbon or greenhouse gas emissions footprint?

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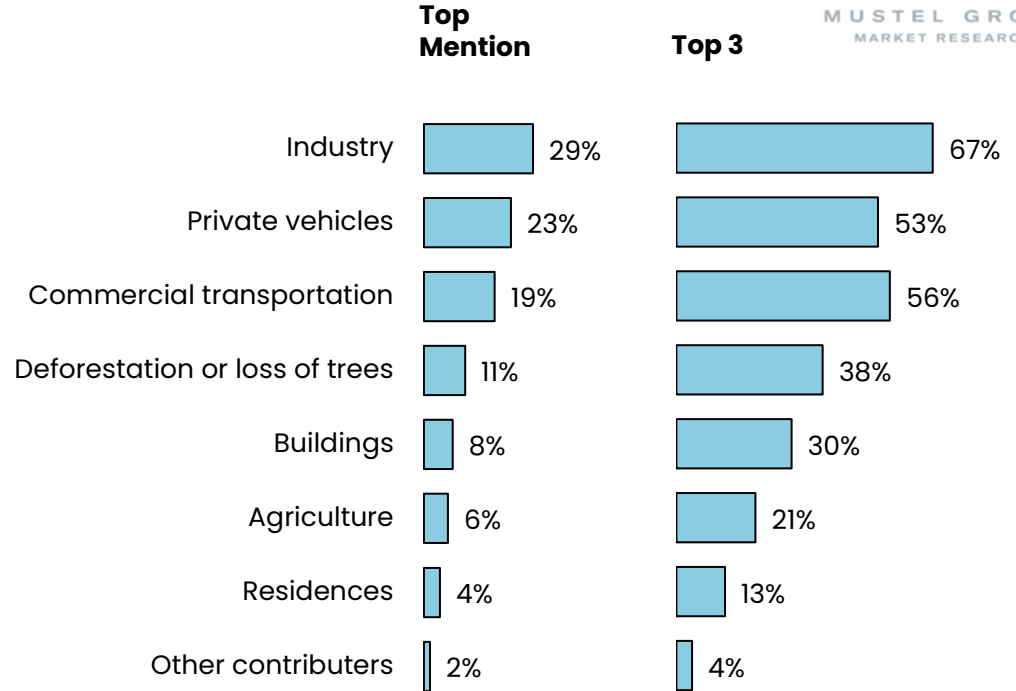
Percieved Top Carbon Emitters



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Industry is believed to be the top carbon emitter in Metro Vancouver, followed by private vehicles and commercial transportation.

The next grouping of responses are deforestation or loss of trees, buildings, residences, and agriculture.



Base: Total (n=400)

Q.4) What do you think are the main contributors to carbon emissions in Metro Vancouver? Please rank the top three contributors

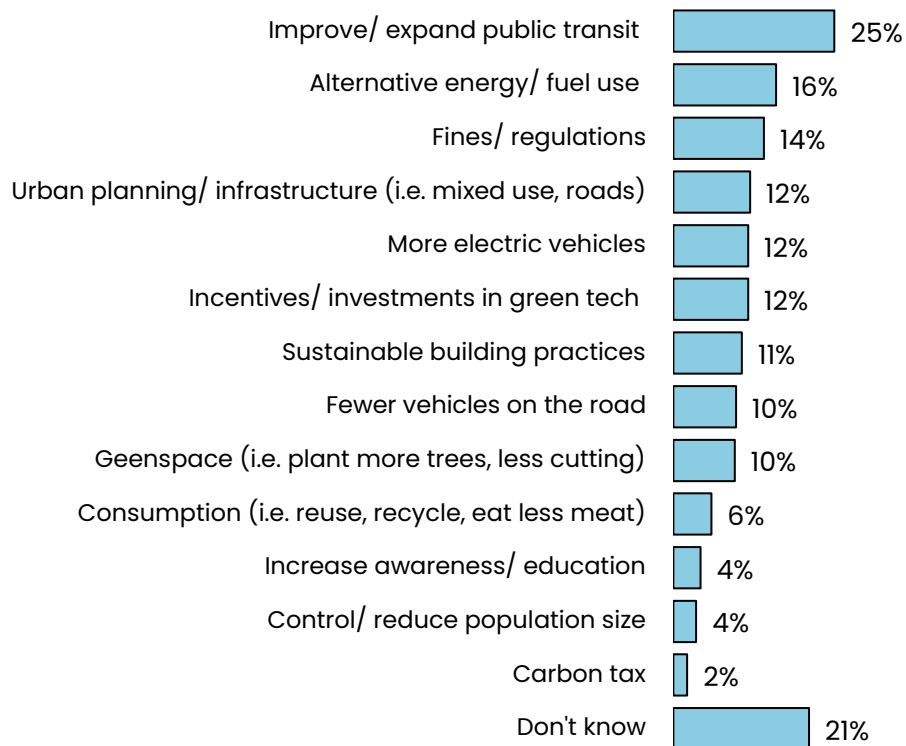


Main Steps to Reduce Emissions (unprompted)

Residents were asked what they believed are the main steps or most effective ways to reduce carbon emissions in Metro Vancouver. Note the question was unprompted.

Improving or expanding public transit was the most common suggestion, cited by 25%.

A host of other measures were also listed including use or alternative energy or fuels, fines/regulations, better urban planning, EV's, incentives or investment in green tech, sustainable building practices, reducing vehicles on roads, and creating more greenspace.



Base: Total (n=400)

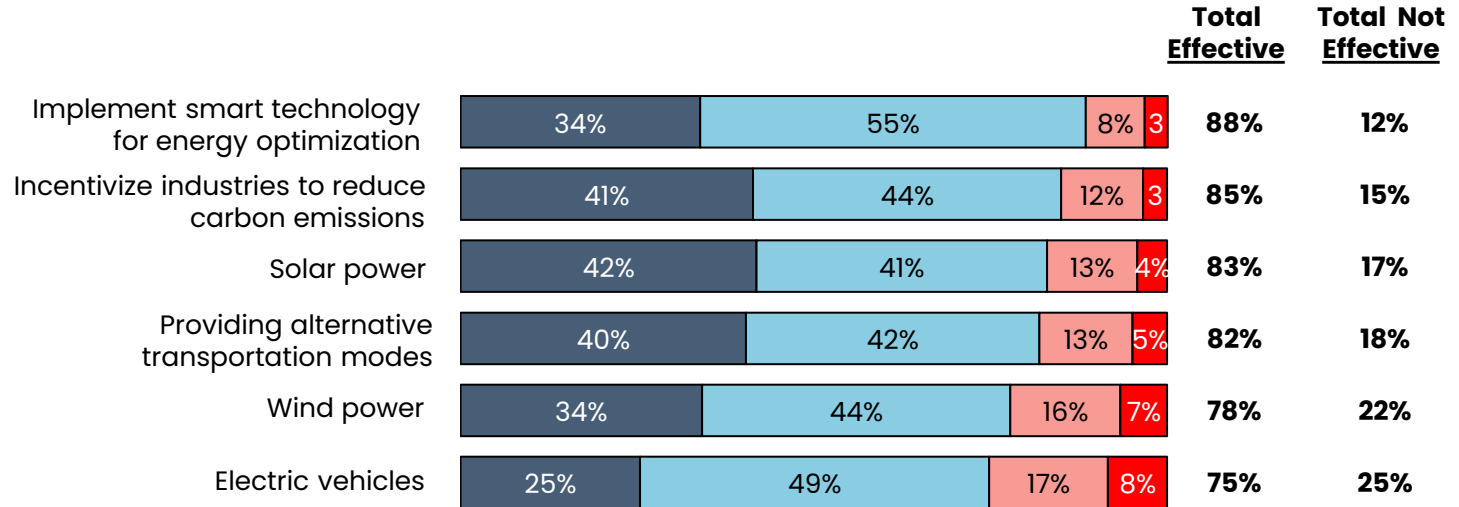
Q.5) What do you think are the main steps or most effective ways to reduce carbon emissions in Metro Vancouver? [open-ended question]

Rating of Ways to Reduce Emissions in Metro Vancouver



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Smart technology, industry incentives, solar power and alternative transportation modes are rated as the **most effective ways** to reduce greenhouse gas emissions in Metro Vancouver.



■ Very effective
 ■ Somewhat effective
 ■ Not very effective
 ■ Not at all effective

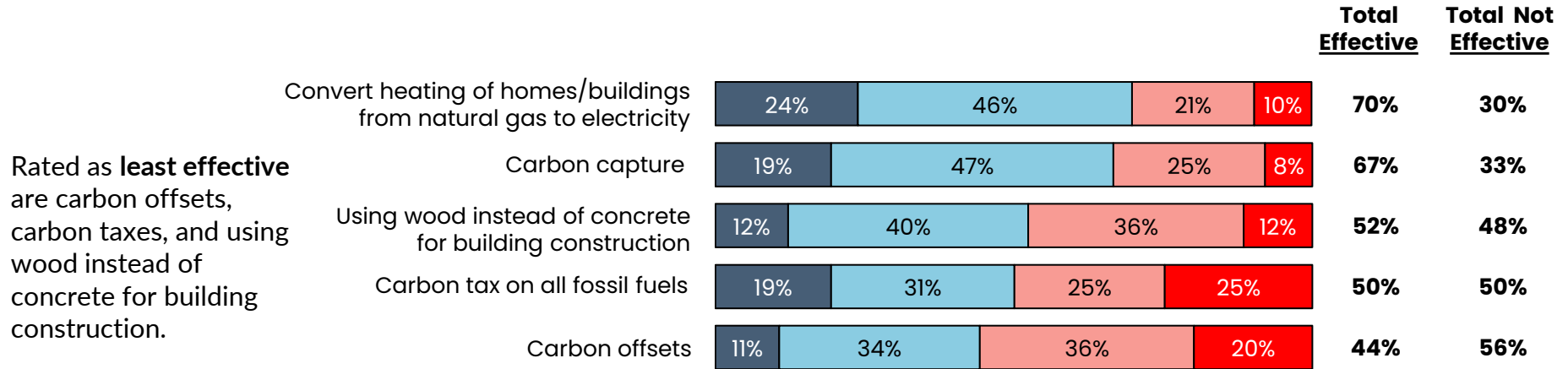
Base: Total (n=400)

Q.6a-k) To what extent do you believe each of the following is an effective way to reduce greenhouse gas emissions in Metro Vancouver? Scale: Very effective, somewhat effective, not very effective, not at all effective

Effective Ways to Reduce Emissions in Metro Vancouver (cont.)



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Very effective
 Somewhat effective
 Not very effective
 Not at all effective

Base: Total (n=400)

Q.6a-k) To what extent do you believe each of the following is an effective way to reduce greenhouse gas emissions in Metro Vancouver? Scale: Very effective, somewhat effective, not very effective, not at all effective

Personal Actions to Reduce Footprint

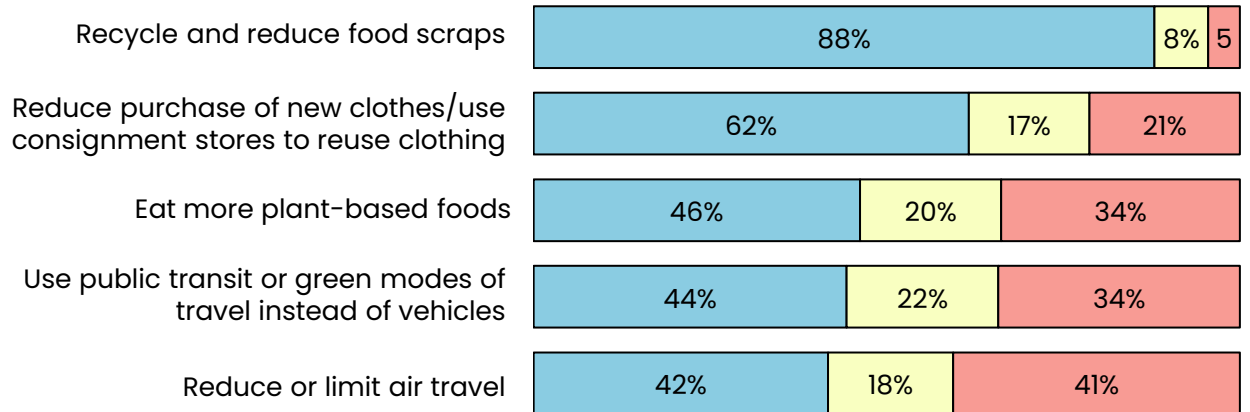


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Residents were presented with a number of different actions they could take to and asked if they have already taken the step, would be prepared to take it, or would not consider it to reduce their personal footprint.

The most significant uptake has been on **recycling and reducing food waste** (88% already doing), along with **reducing purchase of new clothes/reusing** (62%).

Over four-in-ten also report to be eating more plant-based foods, use public transit or green modes of travel, and/or reduce/limit air travel. But note one-third or more would *not* consider each of these actions.



■ Currently doing/ have already done
 ■ Prepared to do
 ■ Not planning on doing

Base: Total (n=400)

Q.7a-j) Which of the following are you currently doing, or would you be prepared to do to reduce your own carbon footprint?

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Personal Actions To Reduce Footprint (cont.)

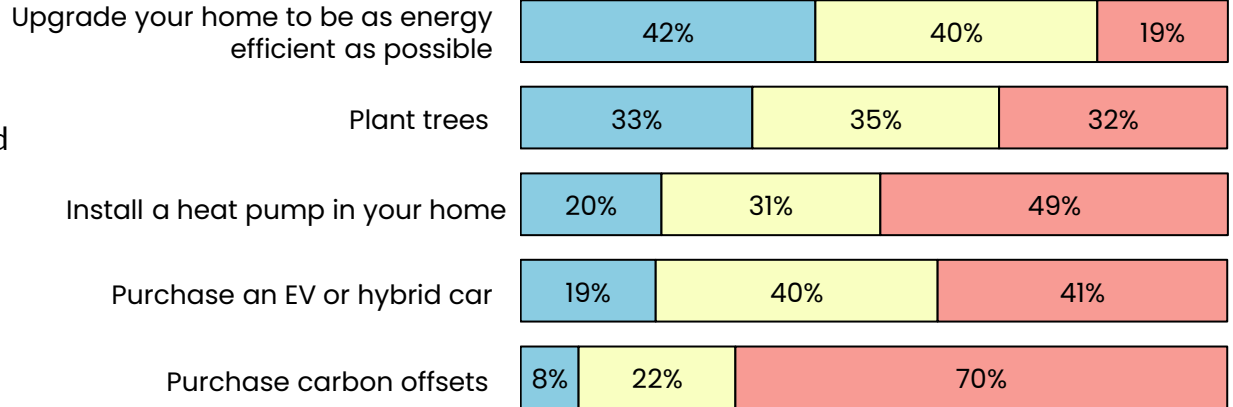


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There is considerable interest in upgrading homes to be more energy efficient, and planting trees (82%/68% respectively either have done so or are prepared to do).

About half (51%) either have or would consider a heat pump if they owned their home, and 59% would purchase an EV or hybrid car, but over 40% would not do either.

Most limited interest is in purchasing carbon offsets with 70% reporting they would not do so.



■ Currently doing/ have already done ■ Prepared to do ■ Not planning on doing

Base: Total (n=400)

Q.7a-j) Which of the following are you currently doing, or would you be prepared to do to reduce your own carbon footprint?

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Confidence in BC's Ability to Meet Future Electricity Needs

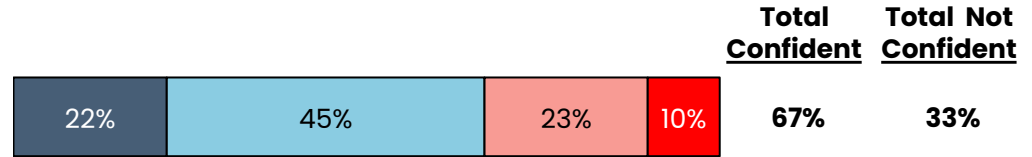


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Metro Vancouver residents are **cautiously optimistic** that BC will be able to meet its future electricity needs.

Two-thirds (67%) are at least 'somewhat confident' but **only 22%** are 'very confident'.

Young residents (under 35 years of age) are more confident than their older counterparts.



Very confident

Somewhat confident

Not very confident

Not at all confident

Base: Total (n=400)

Q.8) How confident are you in BC's ability to meet future electricity needs?

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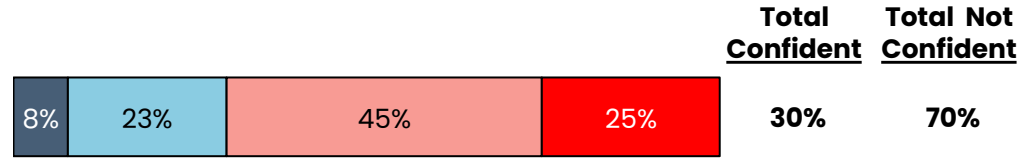
MV's Ability to Meet Net Zero Emission Goals



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But residents are **not confident that Metro Vancouver will be able to meet its net zero emission goals** with our current population growth. Only 30% have some degree of confidence.

Those over 55 years of age are particularly concerned (84% not confident) whereas the youngest age group (18-34) are divided in their views (49% confident versus 51% not confident).



■ Very confident

■ Somewhat confident

■ Not very confident

■ Not at all confident

Base: Total (n=400)

Q.9) How confident are you that Metro Vancouver can meet its net zero carbon emission goals with current population increases?

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Demographics



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	Total (400) %
Gender	
Male	48
Female	51
Non-binary or gender fluid	<1
Age	
18 to 34	29
35 to 44	17
45 to 54	16
55 to 64	16
65 or higher	21
Education	
Have not completed high school	1
Completed high school/ secondary school	8
Trade certificate or diploma from a vocational school or apprenticeship training	10
Non-university certificate or diploma from a community college, CEGEP or nursing school	11
University certificate below bachelor's level	6
Bachelor's degree	41
Graduate degree (master's degree or doctorate)	20
Prefer not to answer	2

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Demographics



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	Total (400) %
Municipality	
Southeast	30
Surrey	17
Langley Township	5
Delta (North Delta)	5
Langley City	3
White Rock	1
Vancouver/ UEL	27
Burnaby/ New Westminster	13
Burnaby	9
New Westminister	4
Northeast	13
Coquitlam	7
Maple Ridge	2
Port Coquitlam	2
Pitt Meadows	1
Port Moody	1
Anmore	<1

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Demographics



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	Total (400) %
Municipality (cont.)	
South West	10
Delta (Ladner/ Tsawwassen)	5
Richmond	5
North Shore	7
North Vancouver – District	3
West Vancouver	3
Household Income	
Under \$20,000	2
\$20,000 to less than \$40,000	6
\$40,000 to less than \$60,000	9
\$60,000 to less than \$80,000	11
\$80,000 to less than \$100,000	14
\$100,000 to less than \$150,000	15
\$150,000 to less than \$200,000	18
\$200,000 or more	12
Don't know	<1
Prefer not to answer	12

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Methodology

- 400 online interviews conducted with a random sample of Metro Vancouver residents, 18 years of age or over;
- Mustel Group's *Giving Opinions* panel used (100% randomly recruited panel) supplemented by our panel partner Sago to ensure the sample is representative of the population;
- Minor weighting applied to match sample to Statistics Canada census data on basis of age, gender and region;
- Margin of error on sample: +/-5% at 95% level of confidence;
- Data collection: January 10th to 22nd, 2024

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About Mustel Group

- Mustel Group is Vancouver based full service market research company serving private and public sector clients since 1980. We are an accredited Agency Seal member of the Canadian Research Insights Council (CRIC).
- Contact: general@mustelgroup.com

About City Age

We partner with leading research firms to deliver original insights into the issues and trends impacting our urban planet. These bespoke reports, which CityAge develops with our own research team and trusted partners, can be commissioned on request.

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