Climate Change and Energy Perceptions Report

Research Report

June 2026

Prepared for:

Edmonton

Narrative Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. This research is supported by the City of Edmonton Corporate Research team, which is a corporate member of CRIC. This research was sponsored by the City of Edmonton's Planning and Environmental Services Branch. For information about data collection, please contact Corporate Research at research@edmonton.ca or Narrative Research at surveys@narrativeresearch.ca

NARRATIVE RESEARCH

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Background, Objectives & Methodology

The following provides background information on this study, outlining the primary purpose of the research and an overview of the methodology employed, establishing the context for the reported results.

Background and Objectives

Background

The City of Edmonton has various programs working together to meet the goals of Edmonton's Community Energy Transition Strategy and Action Plan and Climate Resilient Edmonton: Adaptation Strategy and Action Plan.

The climate strategies aim to make Edmonton a more energy-efficient and climate-resilient city, by reducing the city's greenhouse gas emissions, conserving energy, promoting renewable energy generation, and taking measures to reduce climate risks through adapting to a changing climate. The support and participation of residents in various programs is essential to the success of these programs and ultimately to achieving the goals set out in the climate strategies. To market, target, and adapt these programs effectively, the City of Edmonton seeks to understand its audiences, their perceptions, motivations, and barriers to action. For this purpose, the City of Edmonton has commissioned research in past years, with the most recent iteration being an online survey from May to June 2026. The purpose of the current survey is to compare results to previous survey results in 2018-2025, and the baseline established in 2017, facilitating an assessment of changes in awareness and perceptions, while also measuring the effectiveness of current messaging.

Purpose and Objectives

To learn current behaviours and perceptions; what motivates residents to take part in and support City programs; to understand Edmontonians' opinions regarding climate and energy transition programs, including barriers to public participation; to measure current awareness and perceptions regarding the City's existing programs; to gauge the effectiveness of marketing campaign messages and images, and to catalogue how relevant attitudes, beliefs and behaviours have changed over time.

Methodology

Mode
Online survey

Audience
Edmonton residents, 18 years of age or older

1,001 completed surveys

Data Collection Dates
May 22 – June 6, 2026

Average Completion Time
19 minutes

Sampling/Administration
Online survey using a general population online panel with contact records provided by The Logit Group.

Weighting
Statistical weighting was applied such that the final results are reflective of the actual age, gender and region (i.e., quadrant) proportions of the Edmonton population. Such statistical weighting is a commonplace exercise in survey research of this nature. The true proportions of Edmonton's population used in the weighting were derived from the 2021 Census of Canada parameters, allowing the survey results to reflect Edmonton's population along these pivotal dimensions.

Margin of Error
As this is a general population non-probability online panel survey, it is not based on randomly selecting people from the entire Edmonton adult population, therefore a margin of error is not reported. Margins of error are applied in surveys where everyone in a group (for example, every adult in Edmonton) has an equal chance of being chosen.

Notes
Table references presented in the report refer to the detailed banner tables.

Document Overview

Important Notes on Reading this Report

This iteration marks the tenth time the *Climate Change and Energy Perceptions Report* has been prepared for the City of Edmonton. As such, readers are reminded that the wording of many questions throughout this report has changed to varying degrees over the years of this tracking research study, shifting to meet the evolving needs of the City. Changes to question wording are only noted in the report in the year in which the change occurred. To meet current needs, a small number of changes were made to the *2026 Climate Change and Energy Perceptions Survey* from the previous version, with adjustments made in the wording of selected questions, new questions being added, and old questions being removed.

In addition, where any five-point scale ('strongly agree' to 'strongly disagree') is displayed for multiple statements on the same graph, statements are listed or ordered top to bottom by the percentage of respondents who offered a "strongly agree" response, from highest to lowest.

With regards to the demographic analysis, language used is purposefully chosen to avoid an unnecessarily personal degree of specificity. In particular, "higher" income refers to household incomes that exceed $100,000 annually, "lower" income refers to incomes up to and including $60,000 annually, and "moderate" income reflects the range in between the two.

Given the stability of results over time, only increases or decreases of 5 points or more over the past year are highlighted.

Executive Summary

Executive Summary

Feelings Toward Climate Change

Edmontonians continue to demonstrate steady and sustained concern about climate change, with roughly three-quarters (73%) expressing concern and a majority agreeing that immediate action is necessary (76%). Belief in human-driven climate change remains moderately strong, though neutral views are at their highest level in recent years, and about two-thirds (63%) report already adapting to its impacts. While six in ten residents (61%) say they want to do more and a similar proportion report taking action (62%), the desire to increase personal efforts has declined to its lowest point since 2017 (61%), suggesting a potential plateau in motivation. Approximately two-thirds (65%) believe their personal actions can help address climate change, while a larger majority (80%) believe collective action can reduce climate impacts, and two-thirds (63%) remain optimistic that it is not too late to act.

Support for climate-related policies is mixed. While there is agreement that the City of Edmonton should increase or maintain its efforts (67% combined) to address climate change, there is continued reluctance to support these initiatives through taxation, with only a minority willing to pay a levy (34% willing). Perceptions of climate solutions are evolving: agreement that electric vehicles are environmentally beneficial has increased (62%), and solar energy continues to be viewed positively (69%), though understanding of newer technologies such as heat pumps remains limited (41%-42%). Most residents also recognize the economic and employment implications of climate change.

Behaviourally, engagement in climate-resilient activities remains consistent but modest. Although nearly all residents report taking some form of climate-related action (aided question), and six in ten (60%) have adopted alternative behaviors such as changes in transportation (14%) or recycling (13%). Conversations about climate change are infrequent despite general comfort discussing the topic. Awareness of the concept of “climate resilience” is relatively low, with only three in ten familiar (31%) with the term and many unable to define it clearly.

Weather and Climate Change

Residents clearly perceive climate change as a present and tangible issue, with most believing it is already impacting local weather patterns as well as individual health and well-being. These views have remained consistent over the past years. Direct experience with extreme weather is widespread and continues to reinforce awareness of climate-related risks, with perceived risk generally increasing or holding steady across most event types since 2021. In particular, wildfire smoke (76%) and heatwaves (69%) stand out as highly visible and influential events, while perceptions of risks such as flooding and hail fluctuate more. Although reported experiences vary year to year, recent spikes in major events have sustained both concern and recognition of climate impacts.

This heightened awareness is translating into meaningful action at the household level. Eight in ten (79%) homeowning residents report taking at least one step to protect their home or property in the past year, with common measures including trimming tree branches, securing shingles, and adopting more water-efficient landscaping. A smaller but notable proportion (38%) have taken more intensive actions such as floodproofing.

Executive Summary

Weather and Climate Change *(continued)*

Engagement in these activities has edged upward slightly compared to last year, and newer behaviors are emerging: four in ten residents (42%) report assessing their property for fire risk and removing combustible materials. Overall, the findings point to a stable but increasingly experience-driven understanding of climate change, where consistent concern is reinforced by firsthand exposure to extreme weather.

Energy Efficiency

Edmontonians continue to place high importance on energy efficiency, with eight in ten (80%) saying it is important for homes to be energy efficient and about two-thirds (68%) extending this view to buildings more broadly, though both measures have declined slightly from the previous year. Pride in being energy efficient has remained stable since 2023 (61%), and one-third of residents (35%) identify as environmental activists, while a minority (41%) report lacking knowledge about how to reduce home energy use an indication that awareness and attitudes remain relatively strong and consistent.

Despite this stable foundation of awareness and positive sentiment, reported behavior has declined. Four in ten (41%) residents say they have taken steps to improve their home's energy efficiency in the past year, with three-quarter (74%) who report having taken such actions at some point. The types of actions undertaken tend to be limited in scope, with about one in ten (14%) reporting more involved measures such as insulation improvements, installing energy-efficient lighting, or reducing overall energy consumption. One exception is an increase in the installation of tankless or high-efficiency water heaters (23%). Some residents cite other recent efficiency-related actions, though these largely reflect smaller-scale or incremental changes. Overall, the findings highlight a disconnect between strong and stable attitudes toward energy efficiency and declining levels of recent action.

Programs

Awareness of the EnerGuide Program among Edmontonians remains moderate and stable, with over half of residents (54%) indicating familiarity with the program, consistent with recent years. Perceptions of the program's value are strong: a clear majority (75%) agree that having an EnerGuide evaluation with recommendations would be useful when renovating, and many (68%) also see value in accessing EnerGuide ratings when buying or renting a home, although interest in viewing these results during home purchases has declined slightly in the most recent year. Overall, results suggest that while awareness has plateaued, the perceived usefulness of EnerGuide information remains high and relatively consistent over time.

In contrast, awareness of the Clean Energy Improvement Program is notably lower, with approximately one-quarter (23%) of residents reporting familiarity. This represents a slight increase from the previous year and brings awareness back in line with 2023 levels, but still indicates that the program has limited reach compared to EnerGuide.

Executive Summary

Electric Vehicles and Electric Bicycles

Edmontonians' familiarity with electric vehicles (EVs) is gradually increasing, with about one-third of residents (31%) reporting they are extremely/very familiarity and three in ten (30%) indicating they are likely to consider purchasing an EV as their next vehicle, with likelihood to purchase showing improvement from the previous year. Direct experience with EVs is also becoming more common, though a majority of residents still report no firsthand interaction. At the same time, key barriers to adoption are beginning to ease: price, while still the top consideration, is cited less frequently than in previous years. Motivations for purchasing EVs remain largely consistent, though cost-related incentives have grown slightly in importance while environmental motivations have softened. Awareness of public charging infrastructure remains relatively high, with about two-thirds (66%)of residents (68%) aware of available stations.

In comparison, adoption and interest in electric bicycles (e-bikes) is more limited. Only one in ten residents (11%) currently owns an e-bike, and about one-quarter (23%) express some likelihood of purchasing one within the next three years, while a smaller segment (13%) indicates no intention to purchase. Among current and prospective users, e-bikes are primarily viewed as a recreational or exercise tool, with fewer residents considering them for practical uses such as commuting or running errands.

Overall, the findings indicate a slow but positive shift toward low-carbon transportation options, particularly for electric vehicles, where increasing familiarity, improving perceptions of affordability, and growing awareness of infrastructure are supporting gradual momentum. However, limited direct experience and lingering barriers continue to constrain broader adoption, while the e-bike market is niche and largely leisure-oriented.

Transportation Choices

Transportation patterns among Edmontonians remain broadly stable year-over-year, with driving continuing to be the dominant mode of travel: seven in ten residents (70%) report driving a motor vehicle in the past month, consistent with recent years. Passenger travel in private vehicles is also relatively steady, reported by over four in ten residents (42%), though this reflects a slight decline from the previous year. Walking, however, has decreased more notably, with just under one-third of residents (31%) reporting being a pedestrian—marking a continued downward trend and the lowest level observed in the time series. Public transit use remains stable at around three in ten residents (30%), while cycling, both non-motorized and electric, continues to be used by a smaller segment of the population, with minimal year-over-year change.

Executive Summary

Campaigns and Information Sources

Recall of City of Edmonton climate change programs and advertisements remains limited, with only about two in ten residents (18%) able to recall seeing or hearing related communications in the past year, continuing a relatively flat trend over time. Among those who do recall messaging, impressions are fragmented: small proportions mention specific themes such as energy efficiency programs, emissions reduction, recycling, or transit initiatives, while a majority are unable to identify any particular content. Awareness of specific initiatives is also low, as just over one in ten residents (12%) report having heard of the Neighbouring for Climate initiative; however, among those who are aware, nearly half (45%) indicate they have participated, suggesting strong engagement once awareness is established. Information about this initiative is most commonly encountered through social media, word of mouth, and community leagues, while more formal channels such as events or newsletters play a smaller role.

More broadly, Edmontonians rely on a mix of traditional and digital channels to access information, with general online search and television emerging as the most commonly used sources, followed closely by word of mouth and social media. Other channels, including radio, news websites, and government sources, reach smaller segments of the population. Overall, findings highlight a key challenge in communications: while there is evidence of meaningful engagement among those who are reached, overall recall and awareness of climate-related programs remain low, indicating an opportunity to expand reach and improve message retention by leveraging the most widely used information channels.

Synopsis:

Most Edmontonians remain concerned about climate change, with a strong belief in human causes and widespread recognition of its local impacts. While awareness and concern are high, motivation and sustained personal action have declined slightly in recent years, with many residents taking only limited or low-effort steps. Residents increasingly view climate change as a tangible, present issue shaped by direct experience with extreme weather such as wildfires and heatwaves. This has driven moderate uptake of household adaptation measures, though more advanced or proactive actions remain less common. Attitudes toward energy efficiency are positive and stable, but self-reported behavior is inconsistent and often limited to small-scale actions. Similarly, awareness of programs like EnerGuide is moderate, while newer initiatives have lower reach. Interest in electric vehicles is growing but adoption is still constrained by cost and practical barriers; e-bikes are niche. Vehicle transportation habits are largely unchanged, with driving still dominant and limited shifts toward public or active transport. Communication efforts on climate initiatives have low recall, suggesting a need for improved outreach. Overall, the findings point to a population that is informed and concerned, increasingly influenced by lived experience, but not yet translating this into widespread, sustained, or high-impact action.

Considerations and Implications

After ten years of tracking, several key considerations emerge for the City of Edmonton.

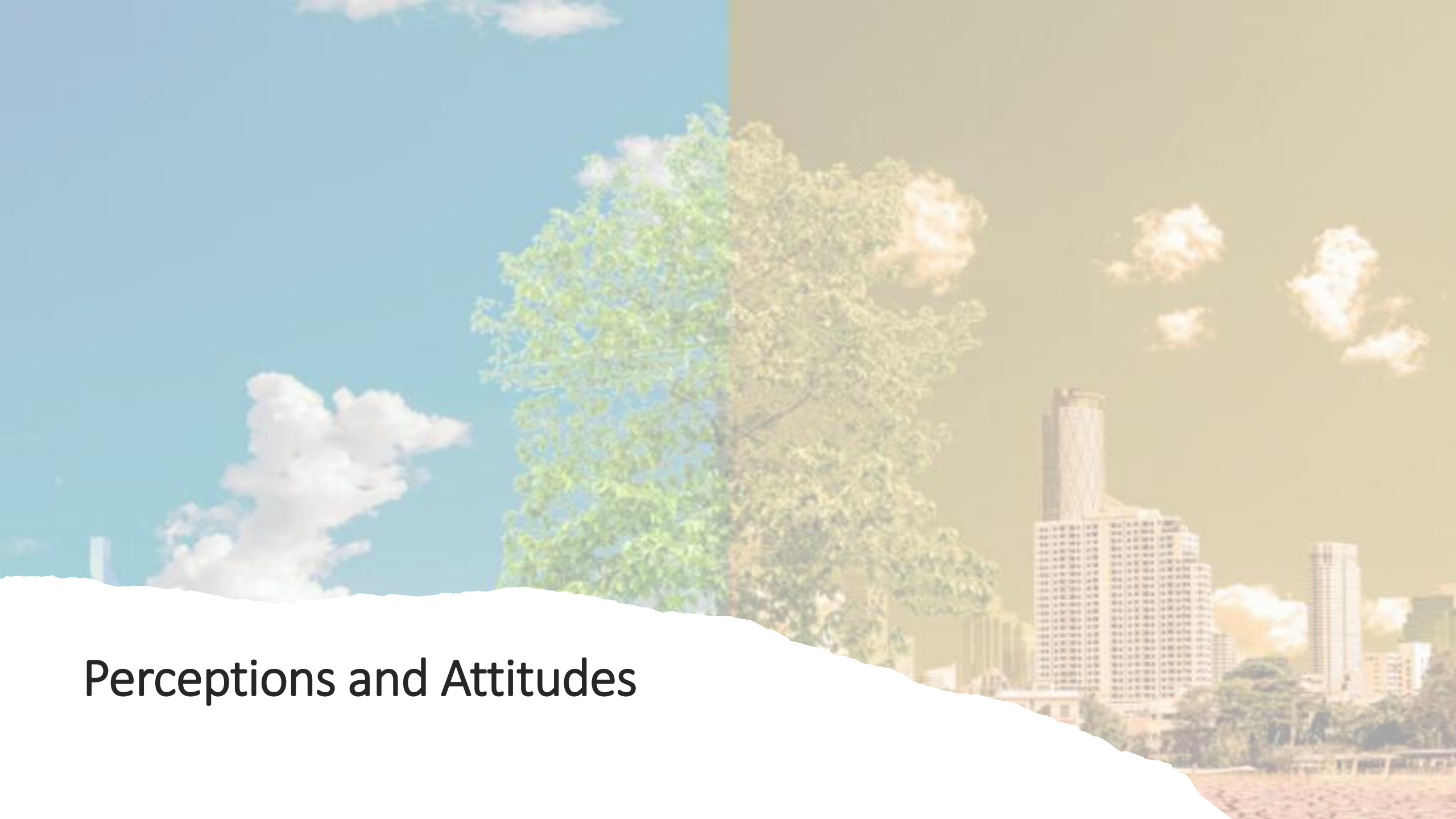
The most important takeaway from this report is not that attitudes are changing dramatically, but rather that attitudes are consistent. After ten years of tracking, Edmonton appears to have reached a relatively stable equilibrium on climate change awareness, concern, and many climate-related behaviours. That stability is both encouraging and challenging.

1. **Climate change concern is firmly established but not growing.** Edmonton no longer appears to have an awareness problem. Roughly three-quarters of residents remain concerned about climate change, believe action is needed, and recognize local impacts. Most key attitudinal indicators have remained remarkably stable over time.
2. **Edmonton may be entering a "motivation plateau."** While concern remains high, desire to do more personally has fallen to its lowest point since tracking began, and climate-related conversations remain relatively infrequent. At the same time, reported action levels have generally stabilized rather than continued to grow.
3. **The biggest challenge is an action gap, not an attitude gap.** The demographic analysis repeatedly shows that willingness, concern, and support for action are often higher than actual participation in many higher-impact behaviours. Financial capacity, home ownership, age, and housing type all shape who can act and how. Many lower-cost actions are widely adopted, but higher-impact actions such as home retrofits, efficiency upgrades, floodproofing, EV adoption, and resilience investments remain concentrated among groups with more financial resources and greater control over their property.
4. **Experience is increasingly driving perceptions.** One of the strongest findings in the report is the role of lived experience. Wildfire smoke, heat waves, and other extreme weather events appear to be reinforcing residents' understanding of climate risks. Adaptation behaviours remain relatively strong, and most residents report having taken at least one resilience-related action around their home.

Strategic Implications

The findings suggest Edmonton has largely moved beyond an awareness challenge. Concern about climate change, belief in the need for action, and support for many climate initiatives have remained consistently high over time. As a result, future progress is likely to depend less on changing minds and more on helping residents turn concern into action. The report indicates that barriers such as income, homeownership, and affordability are often more important than attitudes in determining who can take higher-impact actions. This suggests that reducing financial and practical barriers may be more effective than additional awareness campaigns alone. At the same time, recall of City climate programs remains relatively low, indicating an opportunity to expand the reach of communications and increase awareness of available supports and programs. Finally, residents increasingly connect climate change to lived experiences such as wildfire smoke and extreme heat. Framing programs around practical benefits such as protecting homes, reducing costs, and improving resilience may therefore be an effective way to strengthen engagement and encourage broader participation.

Detailed Findings



Perceptions and Attitudes

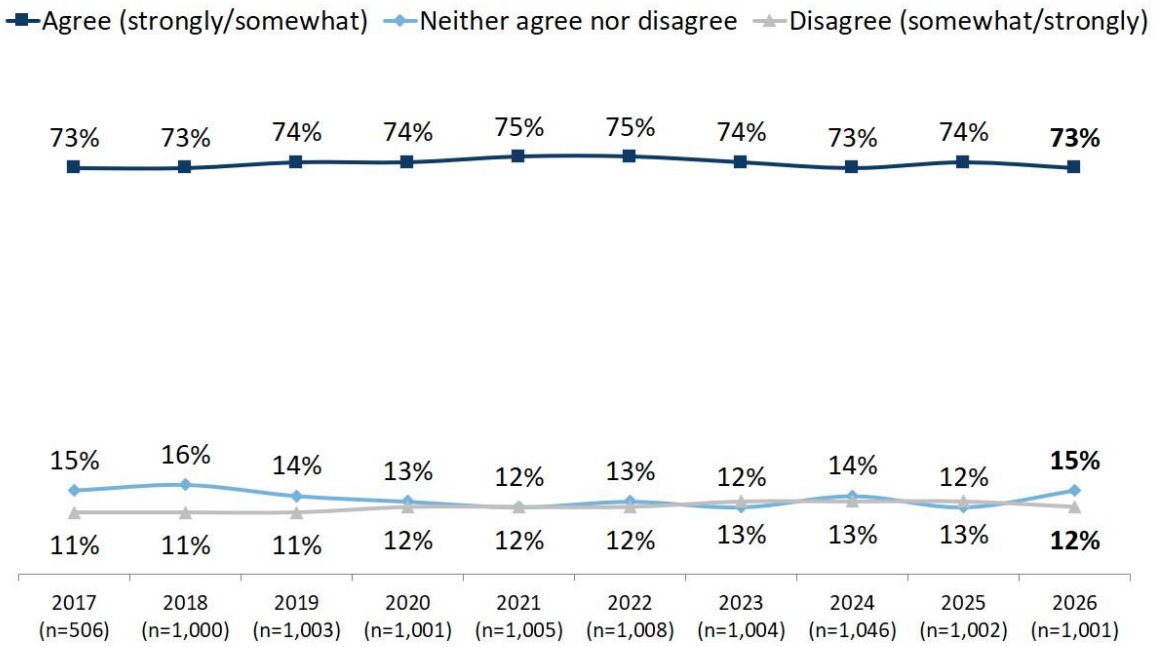
Concern About Climate Change and Need for Action

Edmontonians' level of concern about climate change is steady year-over-year and a majority continue to agree immediate action is required to address climate change.

Three-quarters (73%) of Edmontonians agree they are concerned about climate change and believe immediate action is needed, both consistent with previous findings.

I Am Concerned about Climate Change

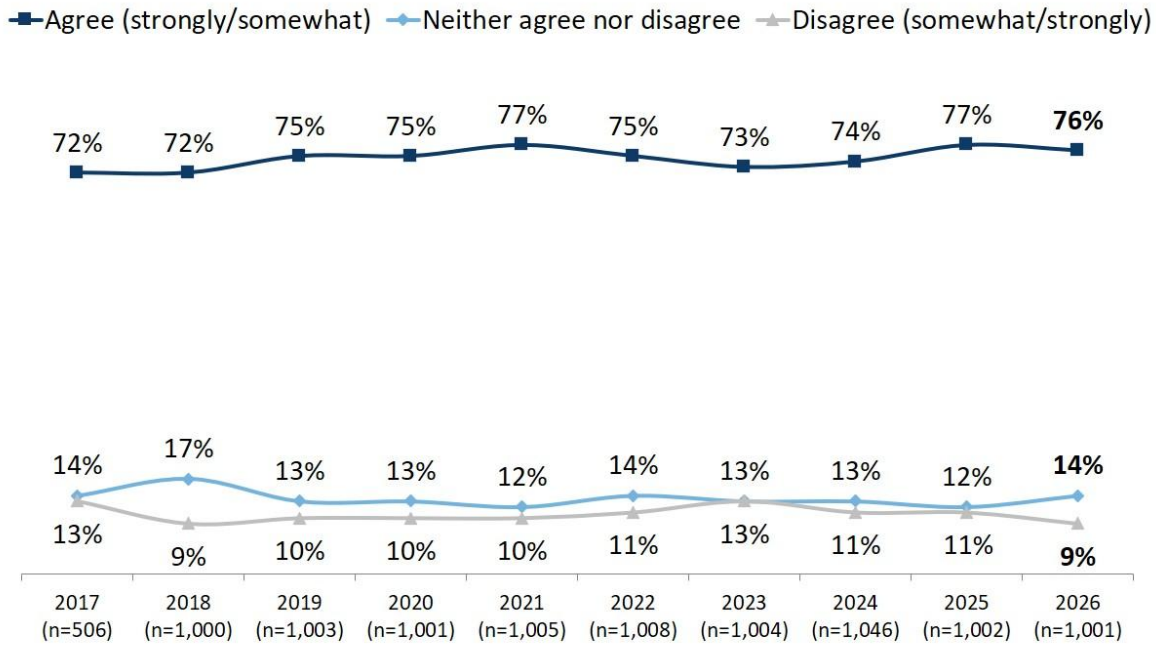
On a 5-pt. agreement scale



Q.1a: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements: I am concerned about climate change.

I Think We Need to Act Now to Address Climate Change

On a 5-pt. agreement scale

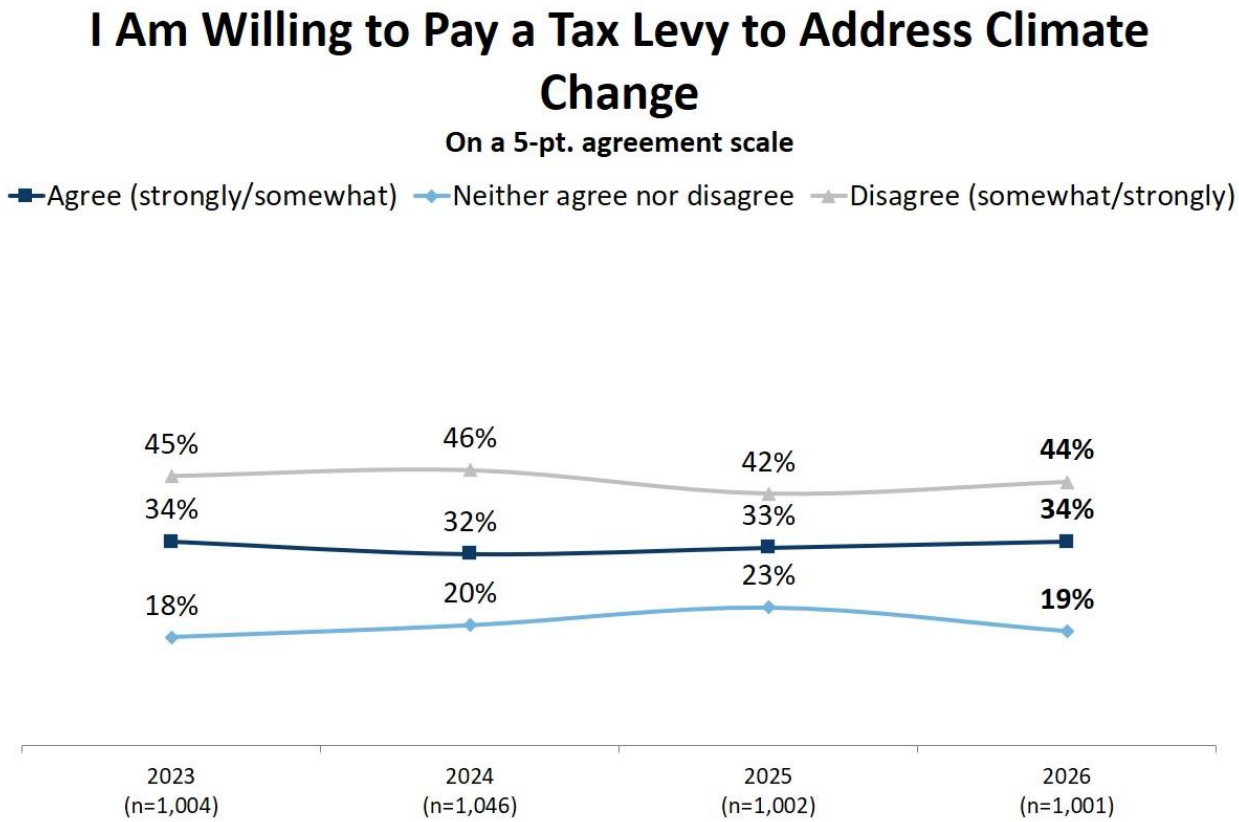


Q.1f: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statement: I think we need to act now to address climate change.

Tax Levy

Once again, Edmontonians appear generally unwilling to pay a tax levy to address climate change.

One-third (34%) of Edmonton residents would be willing to pay a tax levy to help address climate change, while a greater proportion (44%) would not.



Q.1h: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statement: I am willing to pay a tax levy to address climate change.

Perceived Opinions of Edmontonians on Climate Change

Edmontonians generally feel they are more personally concerned about climate change than the average Edmonton resident.

Agreement across statements is consistent year-over-year regarding perceived agreement among Edmontonians.

Opinions on Climate Change

% agree (strongly/somewhat agree) on 5-pt. agreement scale

	Perceived Agreement Among Edmontonians										GAP* (% Personally - % Edmontonians)									
	2017 (n=506)	2018 (n=1,000)	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**	2017 (n=506)	2018 (n=1,000)	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**
Climate change is caused mostly by human activities	48%	54%	52%	55%	59%	58%	56%	52%	54%	**53%**	20%	14%	17%	16%	15%	13%	15%	18%	18%	**17%**
Concerned about climate change	39%	47%	47%	47%	52%	56%	55%	50%	48%	**49%**	34%	25%	27%	27%	23%	19%	19%	23%	26%	**24%**
Need to act now to address climate change	41%	48%	50%	49%	52%	56%	53%	47%	46%	**46%**	31%	25%	25%	26%	25%	19%	20%	27%	31%	**30%**
Want to do more personally to help address climate change	35%	44%	44%	43%	46%	51%	46%	42%	43%	**42%**	25%	21%	25%	26%	24%	17%	19%	21%	21%	**19%**
Taking action to address climate change	25%	34%	32%	32%	36%	44%	39%	35%	36%	**35%**	30%	28%	31%	34%	30%	24%	26%	28%	29%	**27%**

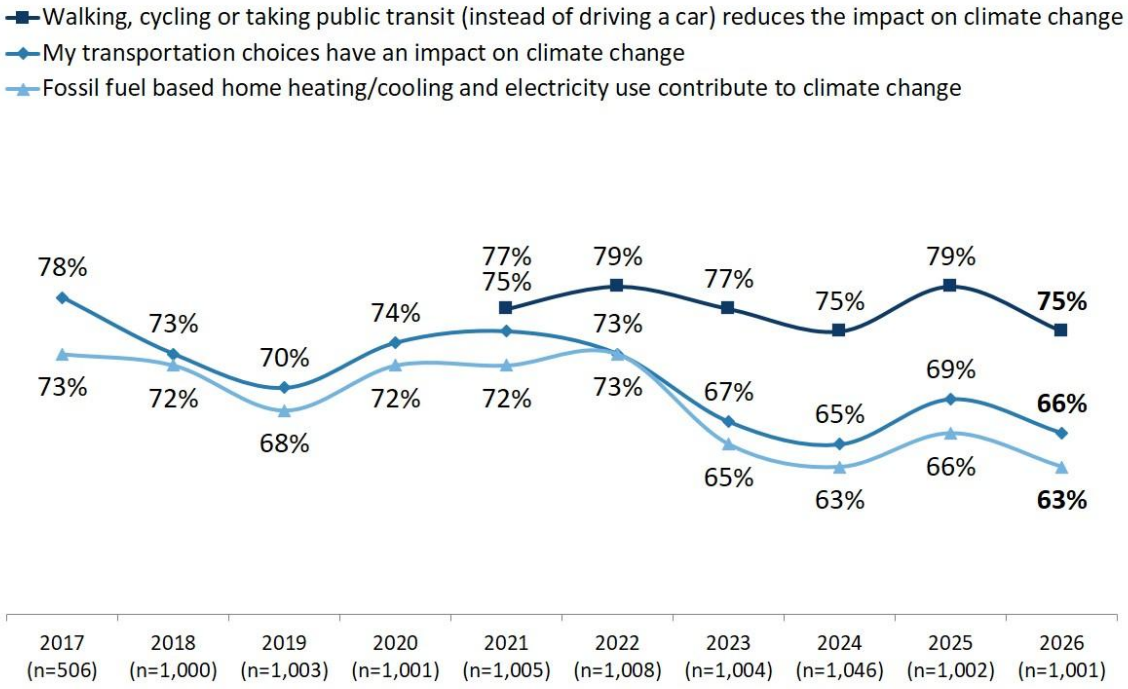
Q.2a, b, e, f, g: The next few statements are about how you think **Edmontonians** feel about climate change. To what extent do you agree or disagree with the following statements? **The GAP figures presented here are based on calculations rounded to the nearest percent.*

Impact on Climate Change

A majority of Edmontonians agree their actions make an impact on climate change. Notably, agreement that driving electric cars is better for the environment has increased by 14 points from one year ago.

Impact of Actions on Climate Change

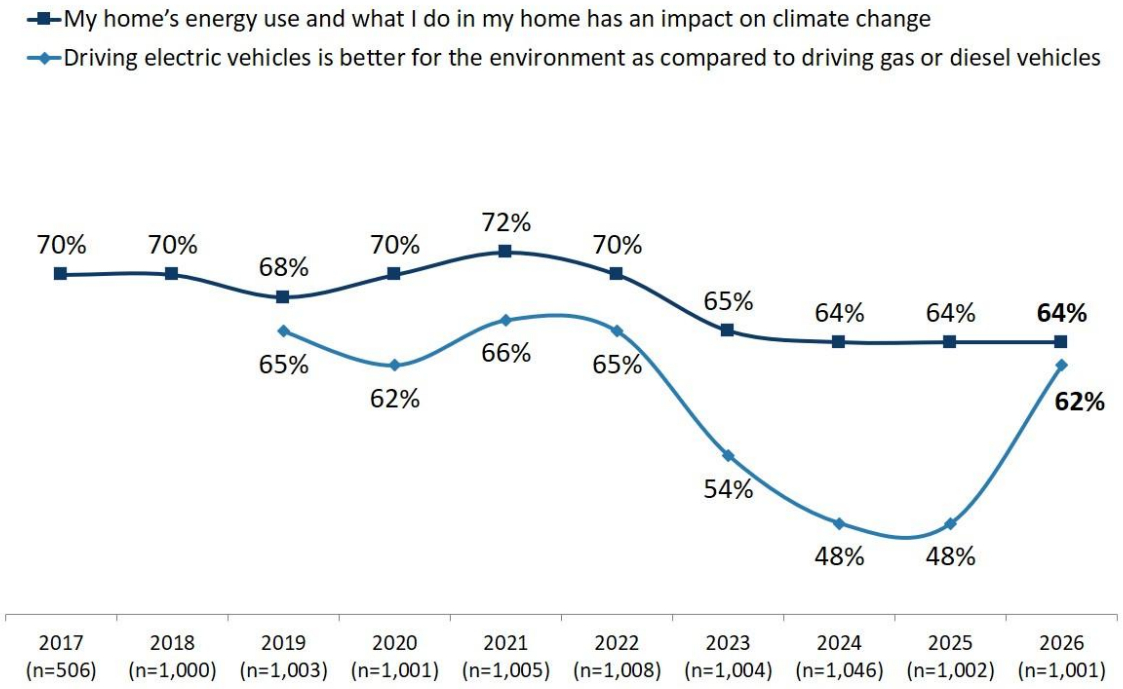
% agree (strongly/somewhat agree) on 5-pt. agreement scale



Q.4f, g, i: To what extent do you agree or disagree with the following statements about climate change?

Impact of Actions on Climate Change

% agree (strongly/somewhat agree) on 5-pt. agreement scale



Q.4h and p: To what extent do you agree or disagree with the following statements about climate change?

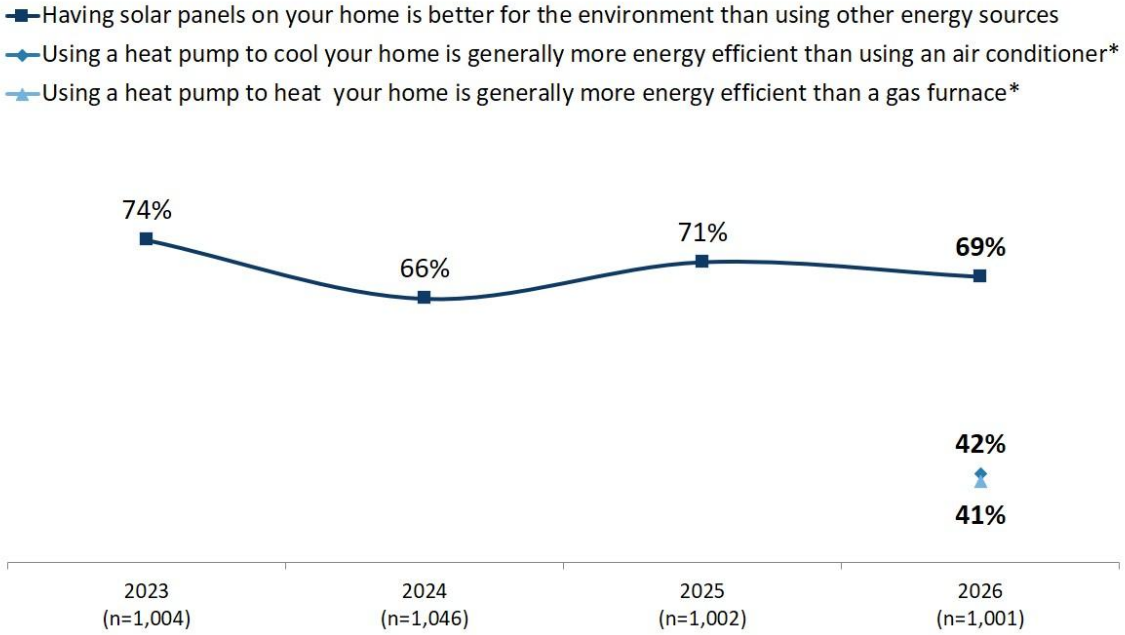
Alternative Energy Sources and Economic and Employment Impacts

A majority of Edmontonians agree solar panels are better for the environment than other energy sources, while four in ten agree using heat pumps are more energy efficient than air conditioners or furnaces. Further, most Edmontonians agree there are various economic and employment impacts on climate change.

New in 2026, only a minority agree using heat pumps to heat or cool the home is generally more energy efficient than using a furnace or air conditioner.

Better Energy Sources for the Environment

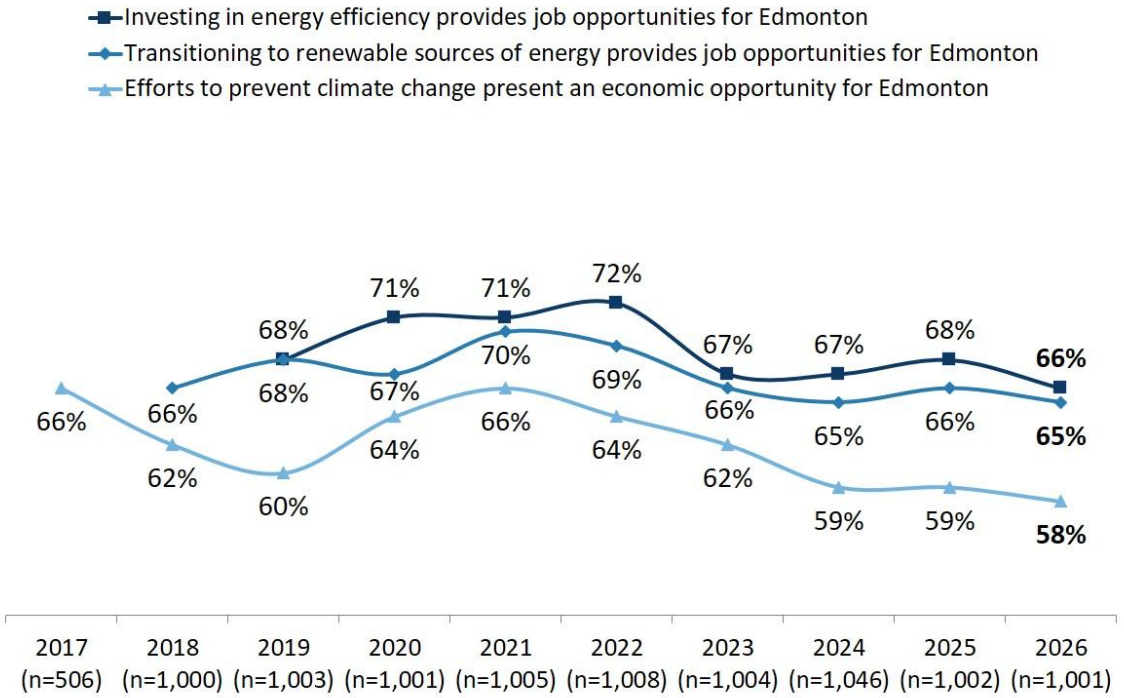
% agree (strongly/somewhat agree) on 5-pt. agreement scale



Q.4o, r, s: To what extent do you agree or disagree with the following statements about climate change? **New questions in 2026. In 2025, the combined question was asked: Using a heat pump to heat and cool your home is generally more energy efficient than using an air conditioner and gas furnace? 45% agreed.*

Economic and Employment Impacts

% agree (strongly/somewhat agree) on 5-pt. agreement scale



Q.4a-c: To what extent do you agree or disagree with the following statements about climate change?

Actions and Impacts

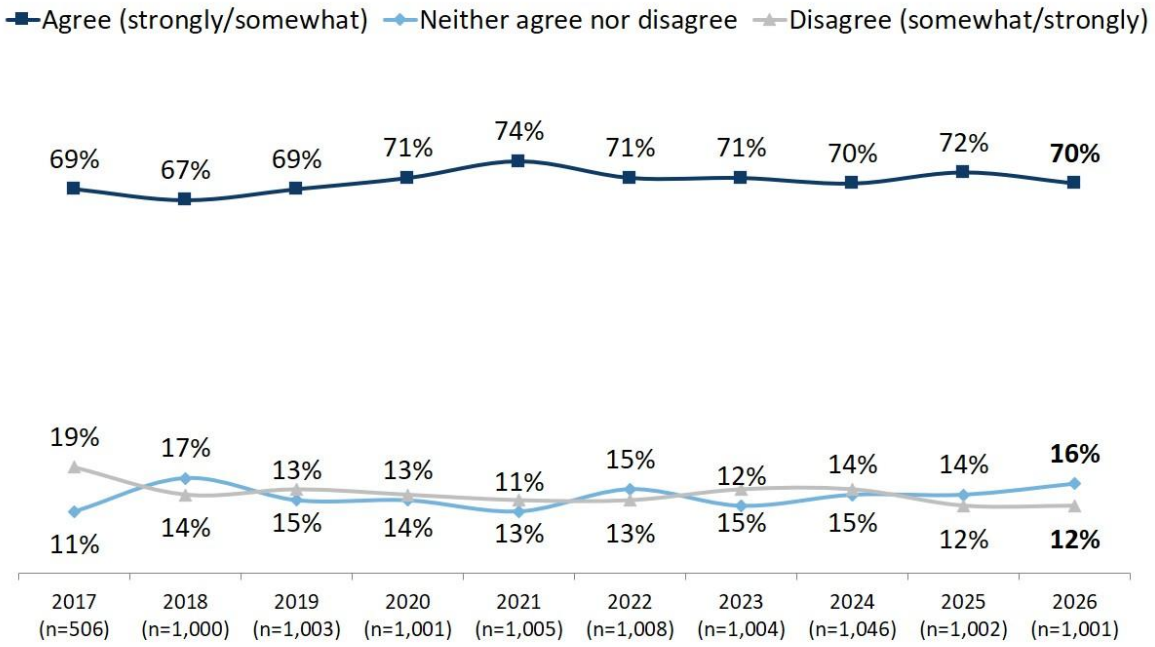
Human Action and Climate Change

There is 70% agreement regarding climate change being caused by human activities and just under two-thirds (63%) of Edmontonians are adapting to climate change.

Agreement that climate change is caused mostly by human activities is stable year-over-year overall.

Climate Change Is Caused Mostly By Human Activities

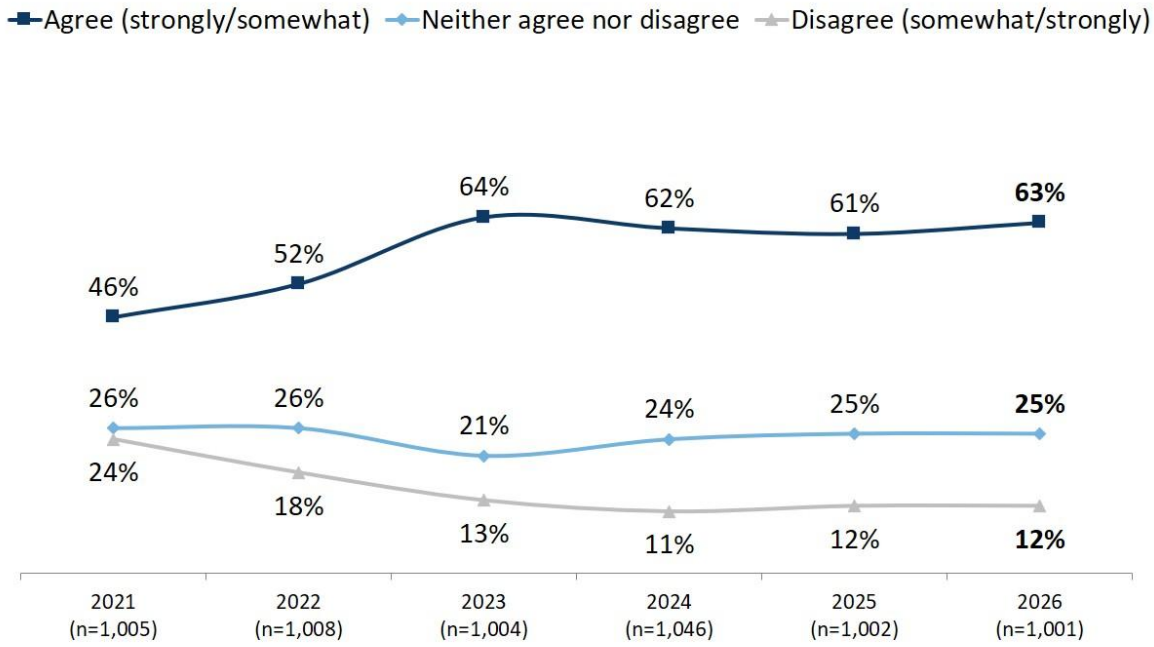
On a 5-pt. agreement scale



Q.1b: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statement: Climate change is caused mostly by human activities.

I Am Taking Action to Adapt to Climate Change

On a 5-pt. agreement scale



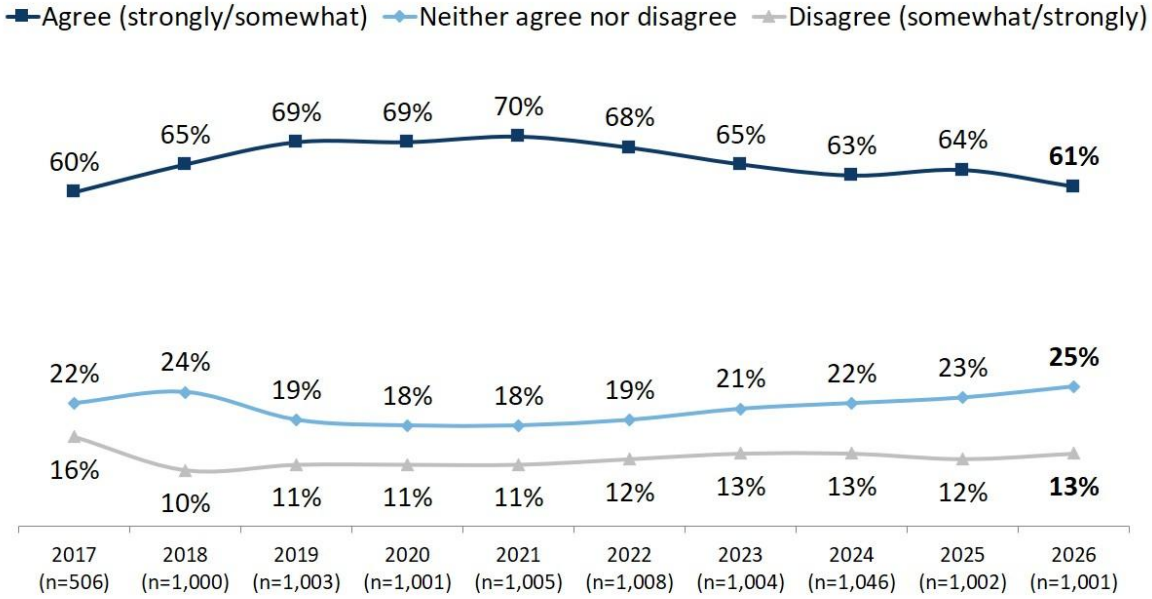
Q.7k: To what extent do you agree or disagree with the following statement: I am taking action to adapt to climate change.

Desire to Do More to Prevent Climate Change

Six in ten Edmontonians want to do more personally to help address climate change, sitting at its lowest level since 2017. That said, another six in ten are personally taking action to help address the issue.

I Want to Do More Personally to Help Address Climate Change

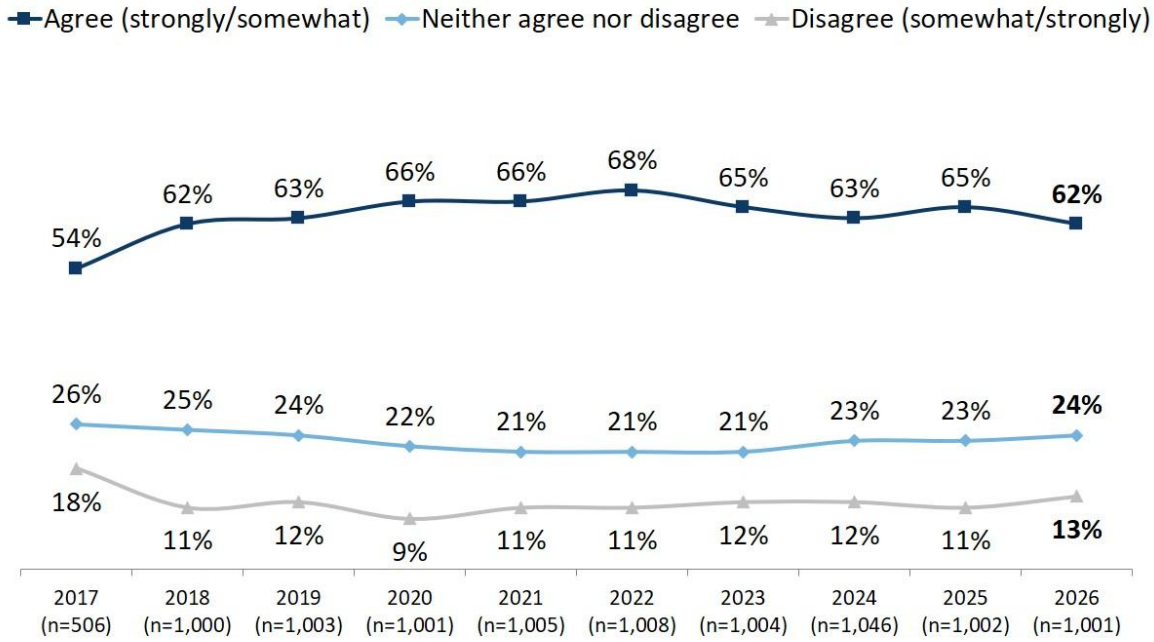
On a 5-pt. agreement scale



Q.1e: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements: I want to do more personally to help address climate change.

I Am Taking Action to Help Address Climate Change

On a 5-pt. agreement scale

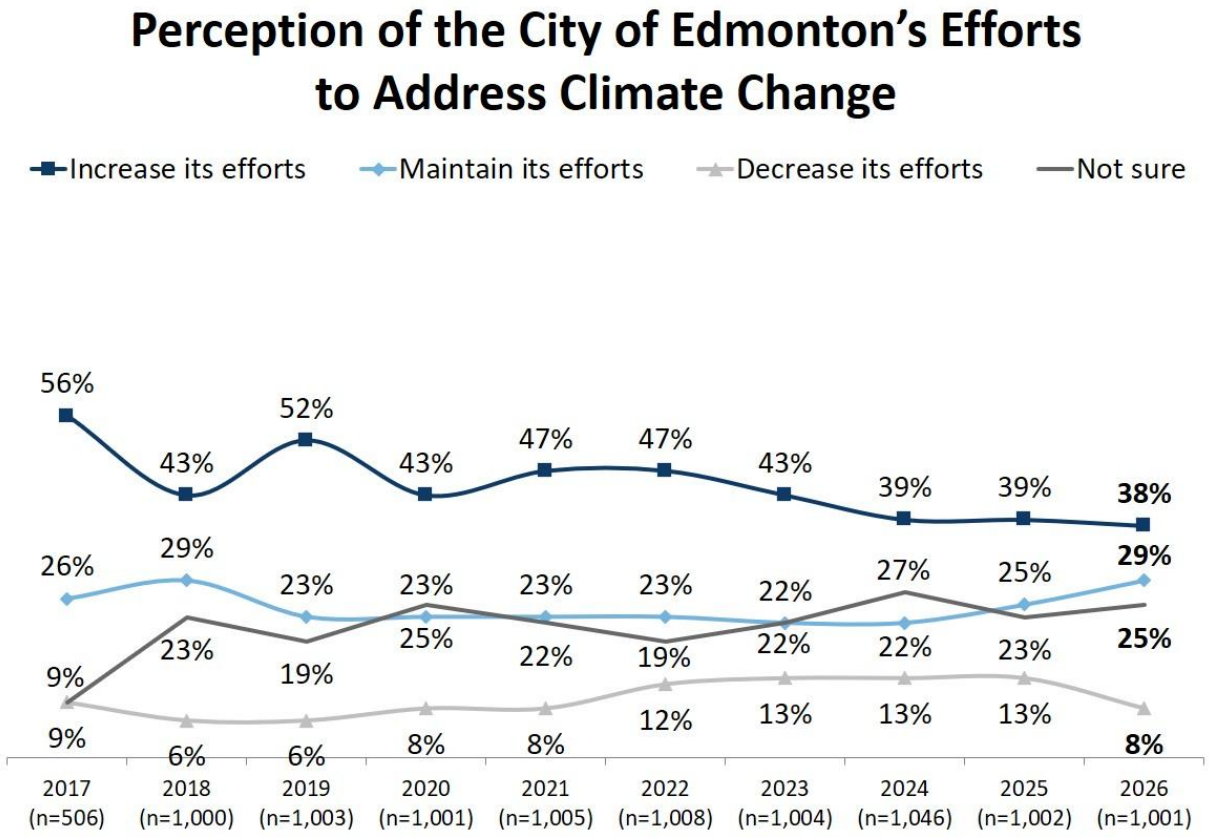


Q.1g: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements: I am taking action to help address climate change.

City of Edmonton's Actions to Address Climate Change

More than two-thirds of residents believe the City should increase or maintain its efforts to address climate change.

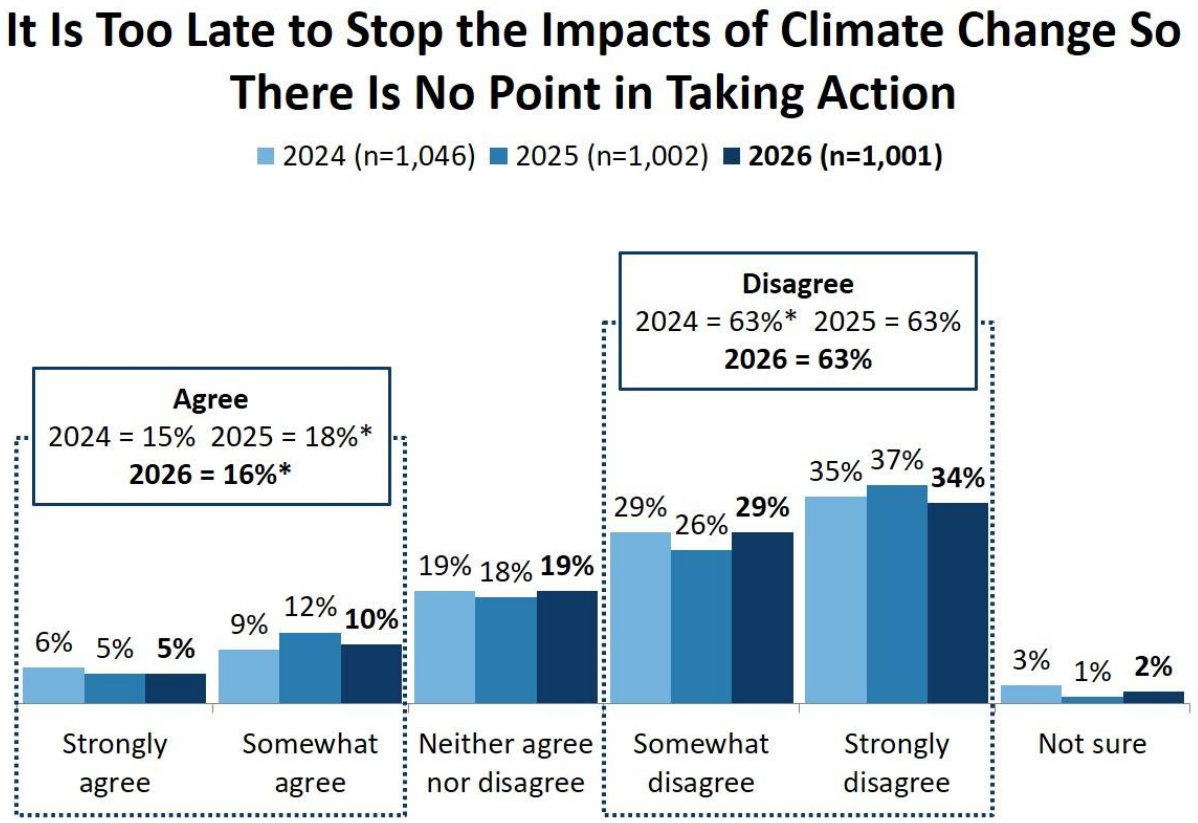
Slightly fewer Edmontonians believe the City should scale back its climate change efforts, with just under one in ten (8%) currently expressing this opinion.



Q.3: Based on what you may know or have heard about climate change and what the City is doing about it, do you think the City should increase, decrease or maintain its efforts to address climate change?

Climate Defeatism

Two-thirds of Edmonton residents do not think it is too late to stop the impacts of climate change, with results virtually unchanged from last year.



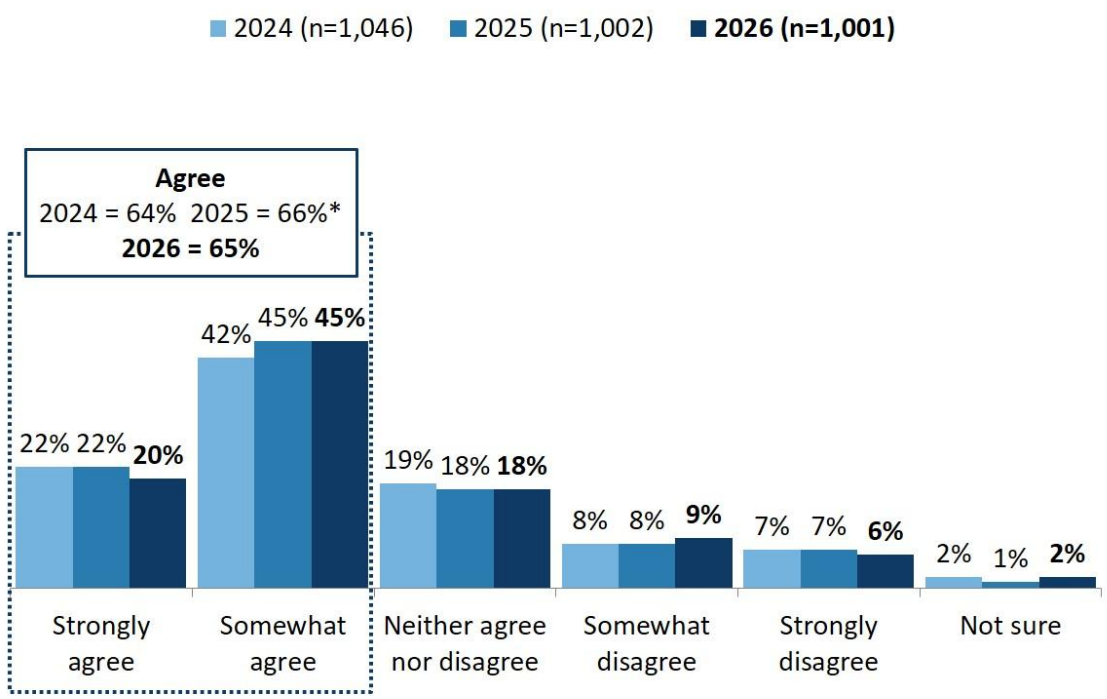
Q.1i: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statement: It is too late to stop the impacts of climate change so there is no point in taking action. **Due to rounding.*

Personal Actions and Impacts

Two-thirds of Edmontonians feel their personal actions can help address climate change. A greater proportion agree that the impacts of climate change can be reduced if people work together.

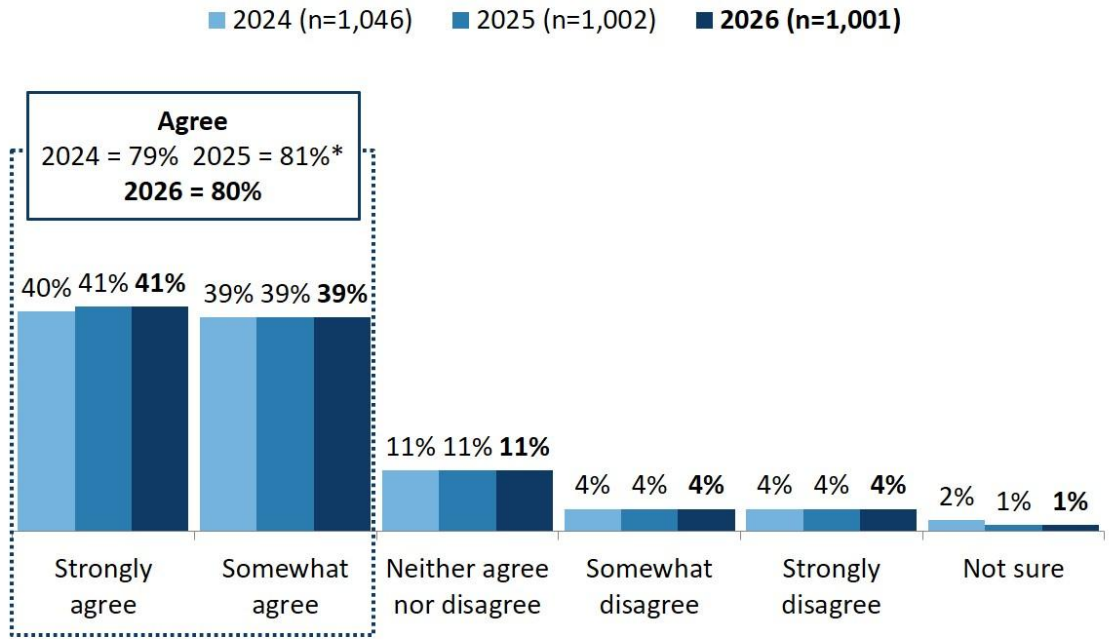
Results are steady with the past two years.

My Personal Actions Can Help Address Climate Change



Q.1j: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statement: My personal actions can help address climate change. **Due to rounding.*

The Impacts of Climate Change Will Be Reduced If People Work Together on Solutions

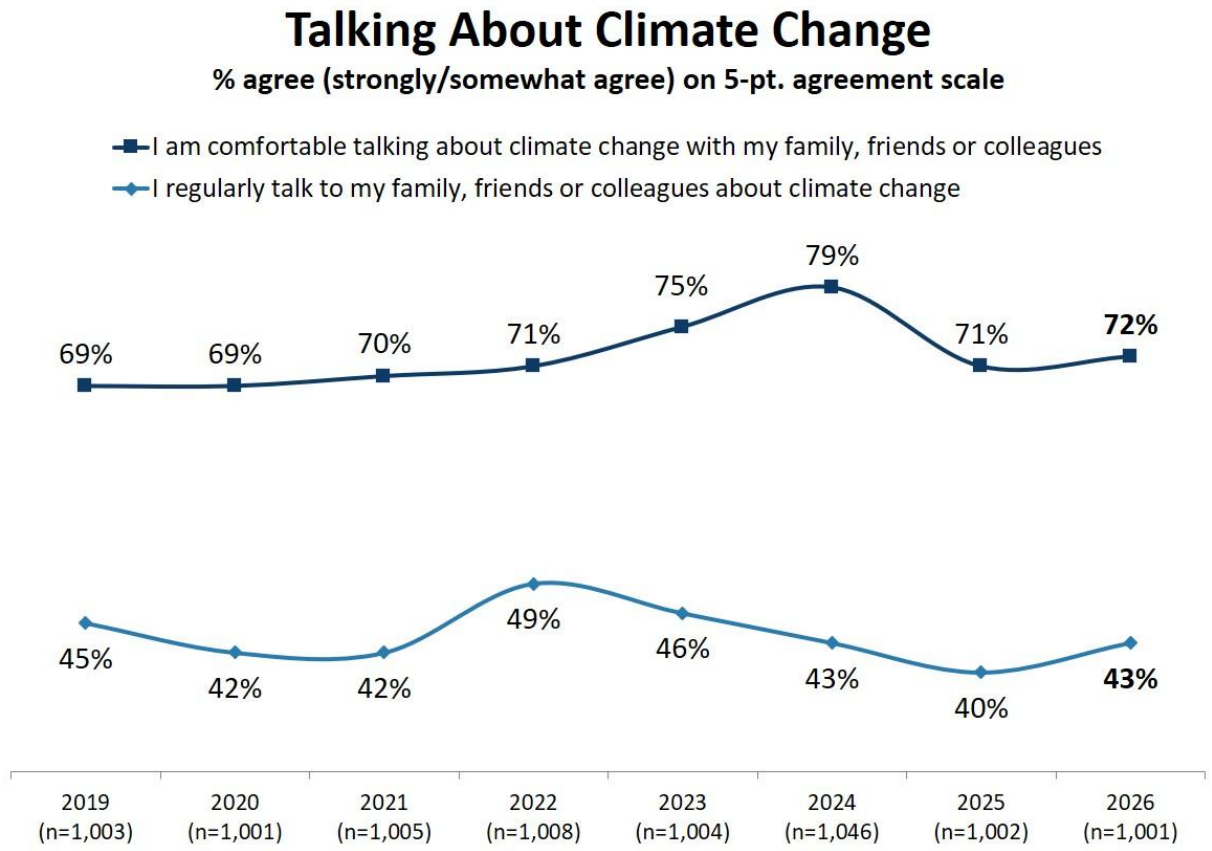


Q.1k: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statement: The impacts of climate change will be reduced if people work together on solutions. **Due to rounding.*

Talking About Climate Change

While Edmontonians are generally comfortable talking about climate change, they rarely do so.

More than four in ten residents regularly talk to family, friends, or colleagues about climate change in 2026.

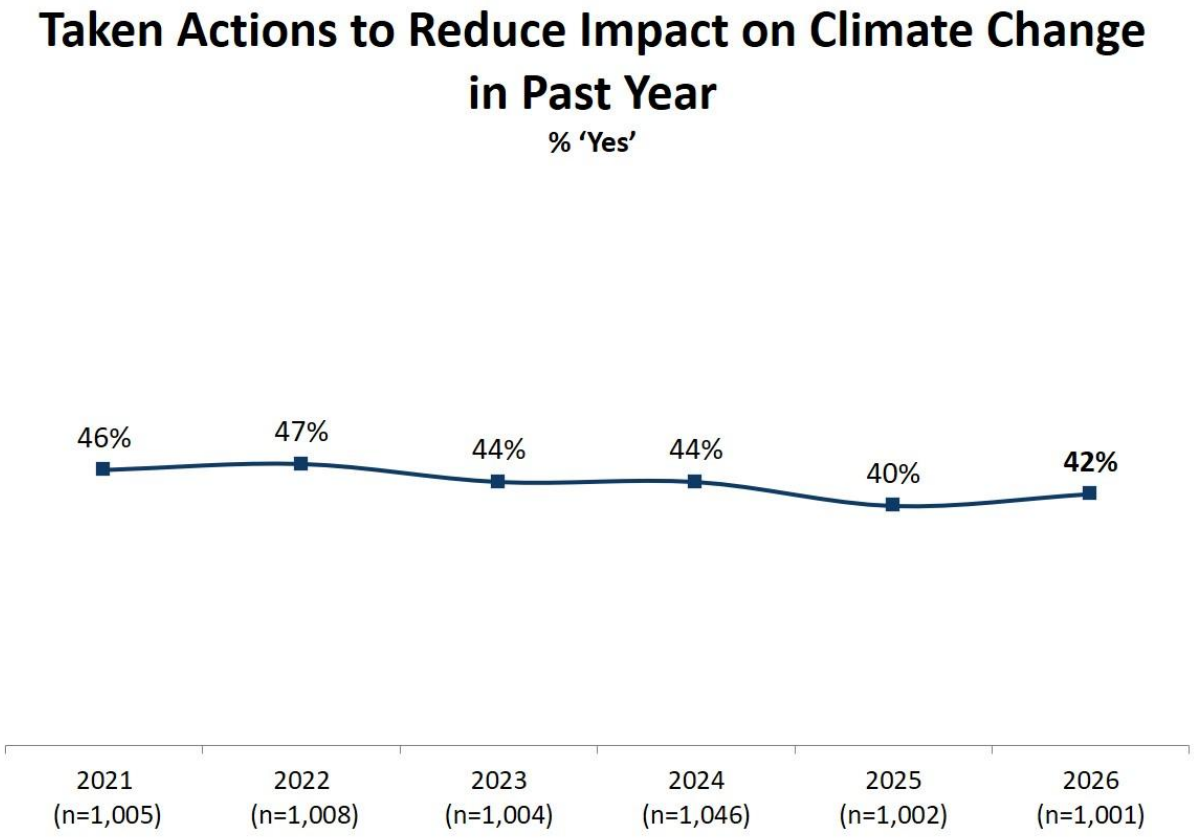


Q.5a-b: To what extent do you agree or disagree with the following statements about climate change?

Unaided Actions to Reduce Climate Change Impact

Four in ten Edmonton residents have taken actions to reduce their impact on climate change in the past year.

Resident actions taken to reduce climate change impact is steady with last year.



Q.10: Have you taken any [IF 'YES' IN Q.8: Other] actions to reduce your impact on climate change in the past year?

Aided Actions to Reduce Climate Change Impact

Essentially all Edmontonians have taken some kind of climate-related action in the past year, consistent with previous years.

As shown in the table, this year's results are largely consistent with year-over-year findings. Differences of five points or more from 2025 results have been highlighted, with increases of five or more points circled in green and decrease of five or more points circled in red.

The greatest decrease is regarding working close to where they live, although this change may be attributed to the change in wording from 2025.

98%
Have taken actions in past year

(vs. 97% in 2025, 97% in 2024 and 2023, 94% in 2022, and 96% in 2021)

6.9
Average number of actions taken in past year

(vs. 7.1 in 2025, 7.4 in 2024, 7.6 in 2023, 7.2 in 2022, and 7.5 in 2021)

Out of 13 actions (2022-2026). Out of 14 actions (2021).

Actions Taken in Past Year

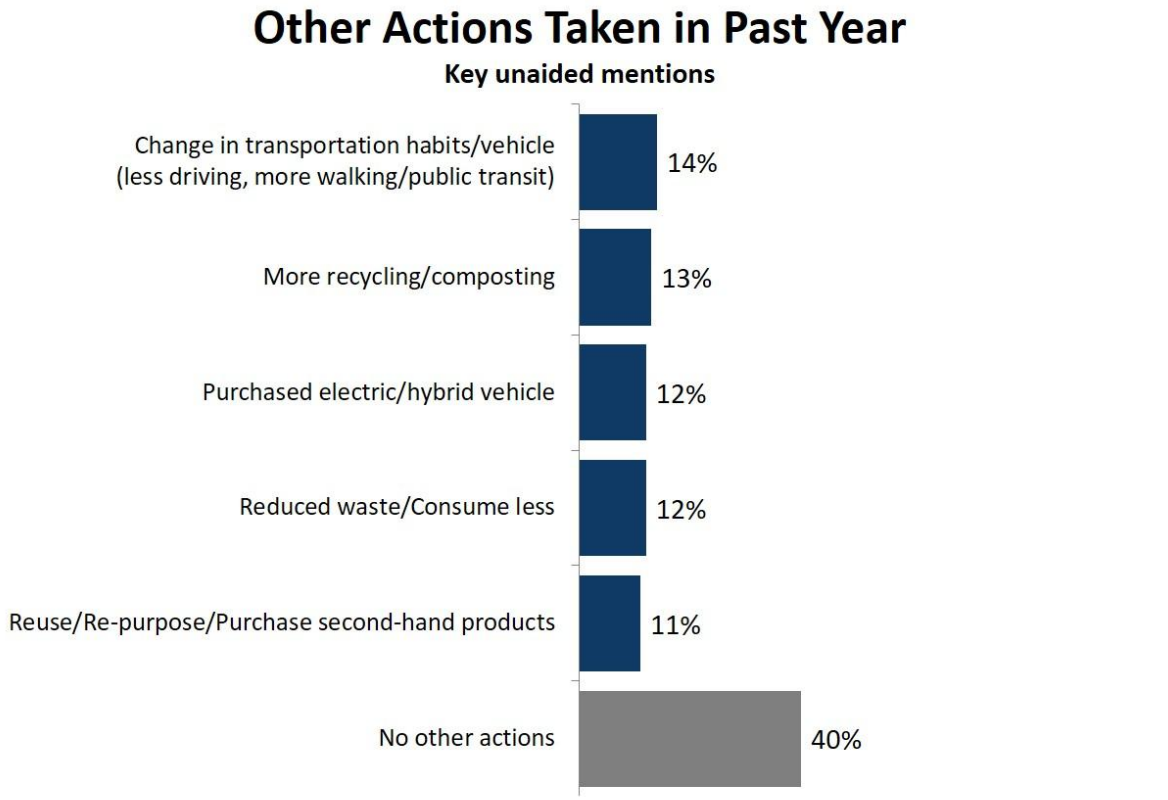
% 'Yes'

	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**
Reduced food waste	76%	72%	80%	81%	80%	**79%**
Washed your clothes in cold water	70%	69%	74%	74%	73%	**76%**
Regularly set your thermostat to reach a high of 21°C during the day and 17°C while you're away from home or sleeping	n/a	n/a	65%	65%	65%	**68%**
Avoided idling your vehicle	65%	63%	67%	67%	66%	**63%**
Bought fewer products or bought used products more often than in the past	n/a	n/a	63%	67%	65%	**60%**
Air dried your clothes	47%	48%	53%	50%	55%	**56%**
Learned online	58%	52%	56%	53%	54%	**52%**
Left your grass clippings on the lawn	51%	49%	52%	49%	52%	**50%**
Commuted sustainably once a week by walking, cycling and/or taking public transit	44%	44%	44%	47%	47%	**47%**
Worked close to where you live▪	59%	55%	60%	57%	57%	**37%**
Installed lighting controls to improve energy efficiency▪	n/a	n/a	n/a	n/a	30%	**37%**
Carshared instead of owning a vehicle	17%	22%	30%	30%	31%	**32%**
Planted a tree	30%	31%	35%	31%	30%	**31%**

Q.11a-, g-l, n, q: Which, if any, of the following actions have you taken in the past year? ▪ *Slight question wording change in 2026.*

Actions to Reduce Climate Change Impact

Six in ten Edmonton residents who have taken any other climate actions in the past year cite changes in transportation or more recycling, among other activities.



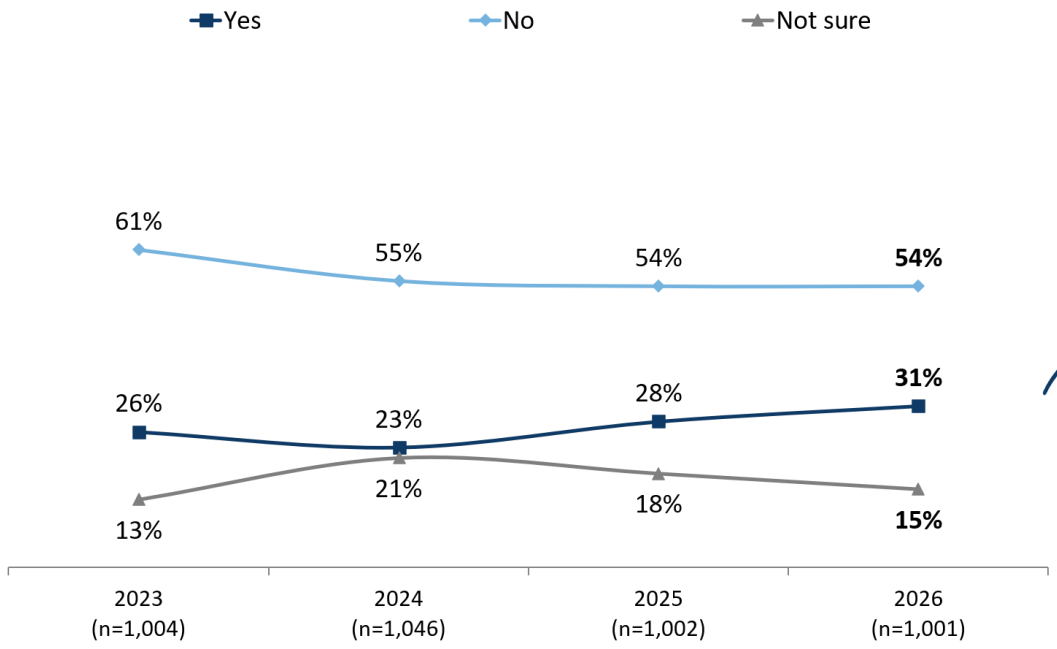
Q.11p_o: **[IF 'YES, HAVE TAKEN OTHER ACTIONS' IN Q.11P]** What, if any, other actions of this type have you taken in the past year? (n=53) *This question was optional.*

Climate Resilience

Three in ten Edmontonians have heard the expression "Climate Resilience" and awareness has been trending upwards since 2024.

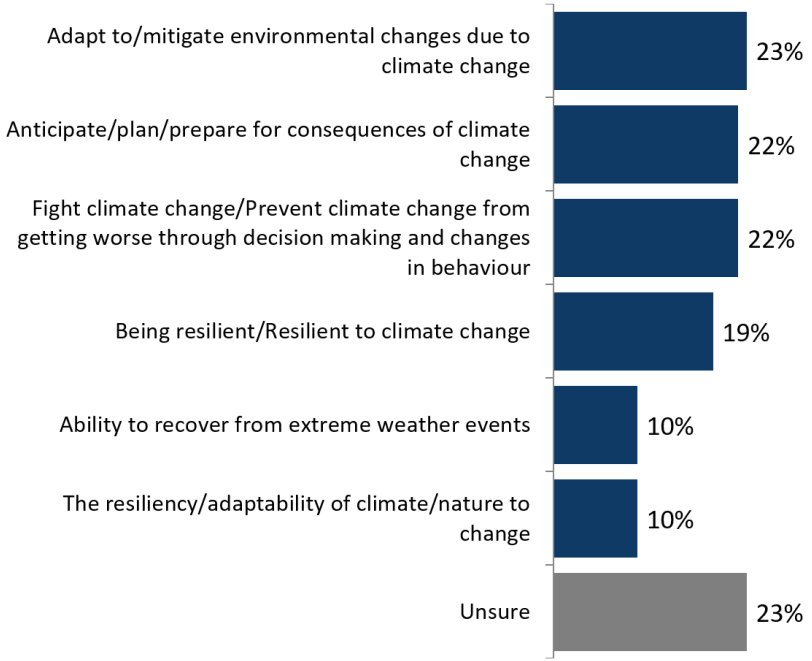
Those who have heard the expression mention it means to adapt to/mitigate environmental changes due to climate change, anticipate/plan/prepare for consequences of climate change, fight climate change/prevent climate change from getting worse through decision making and changes in behaviour, or being resilient/resilient to climate change. Smaller proportions say it is the ability to recover from extreme weather events or the resiliency/adaptability of climate/nature to change. One-quarter are unable to articulate what the expression means.

Heard of Expression "Climate Resilience"



What Expression "Climate Resilience" Means

Key unaided mentions among those who have heard of the expression

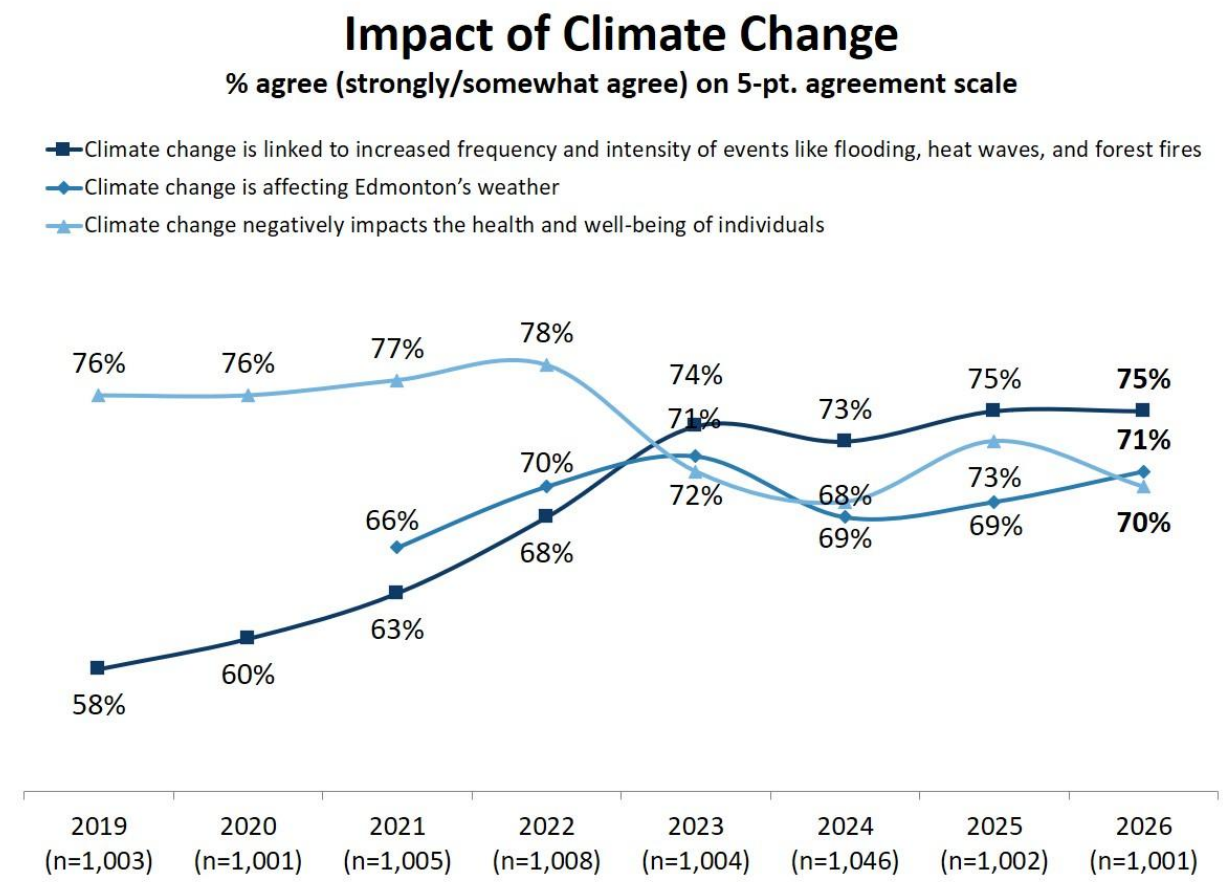


Q.7_MH: Prior to today, had you ever heard the expression "climate resilience"? | Q.7MI: **[IF 'YES' IN Q.7MH]** To the best of your knowledge, what does the expression "climate resilience" mean? (n=281)

Weather and Climate Change

Impact of Climate Change

Consistent with previous results, a majority of residents feel climate change is impacting local weather events and the health and well-being of individuals.



Q.4m, n, q: To what extent do you agree or disagree with the following statements about climate change?

Impact of Climate Change on Weather Events

Findings suggest that direct experience with extreme weather is widespread and reinforcing public recognition of climate-related risks.

Differences of five points or more from 2025 are highlighted, as previously described.

Perceived risk (shown in the left table) has generally increased or remained stable across most event types since 2021, particularly for wildfire smoke and heatwaves, while some areas like flooding and hail show more fluctuation. At the same time, reported experiences with specific events have been volatile year to year, with a notable decrease in wildfire smoke, reinforcing their visibility and impact.

86%
Agree that at least one of the weather events are risks arising from a changing climate

(vs. 85% in 2025, 81% in 2024, 83% in 2023, 2022, and 2021)

4.5
Average number of weather events experienced

(vs. 4.2 in 2025, 4.1 in 2024, 4.6 in 2023, 4.5 in 2022, and 3.7 in 2021)

92%
Have experienced at least one of the weather events in Edmonton in the past 2 years

(vs. 93% in 2025, 91% in 2024, 95% in 2023, 90% in 2022, and 86% in 2021)

Weather Events

	Agree that Weather Events are Risks Arising from a Changing Climate % agree (strongly/somewhat agree) on 5-pt. agreement scale						Experienced Weather Events in Edmonton in Past 2 Years % 'Yes'					
	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**
Increased wildfire smoke	69%	72%	74%	72%	78%	**76%**	60%	63%	86%	83%	84%	**76%**
Extreme heat/Heatwave	75%	76%	74%	71%	73%	**73%**	42%	68%	79%	64%	73%	**69%**
Increased high winds	64%	65%	56%	58%	61%	**64%**	59%	57%	51%	61%	60%	**68%**
Extreme cold	61%	67%	61%	56%	58%	**62%**	59%	63%	63%	61%	66%	**67%**
Increased freezing rain	56%	64%	54%	47%	52%	**55%**	35%	52%	42%	33%	35%	**43%**
Increased drought	71%	74%	67%	65%	68%	**67%**	28%	37%	45%	44%	46%	**42%**
Extreme rainfall events	66%	70%	63%	56%	53%	**59%**	39%	49%	50%	35%	26%	**41%**
Increased hail	58%	63%	53%	49%	53%	**52%**	28%	31%	25%	21%	21%	**26%**
Increased flooding	70%	73%	59%	51%	51%	**57%**	18%	25%	22%	12%	13%	**18%**

Q.6a-i: To what extent do you agree or disagree that the following are risks arising from a changing climate? | Q.7a-i: Have you experienced any of these weather events in Edmonton in the past 2 years?

Actions Taken

Eight in ten Edmontonians continue to report they have taken at least one action in their home or property in the last year.

A majority of residents have trimmed weak and broken tree branches, while half have secured loose shingles and landscaped with plants and trees that require less water, and four in ten floodproofed their property.

Actions Taken in Home or on Property

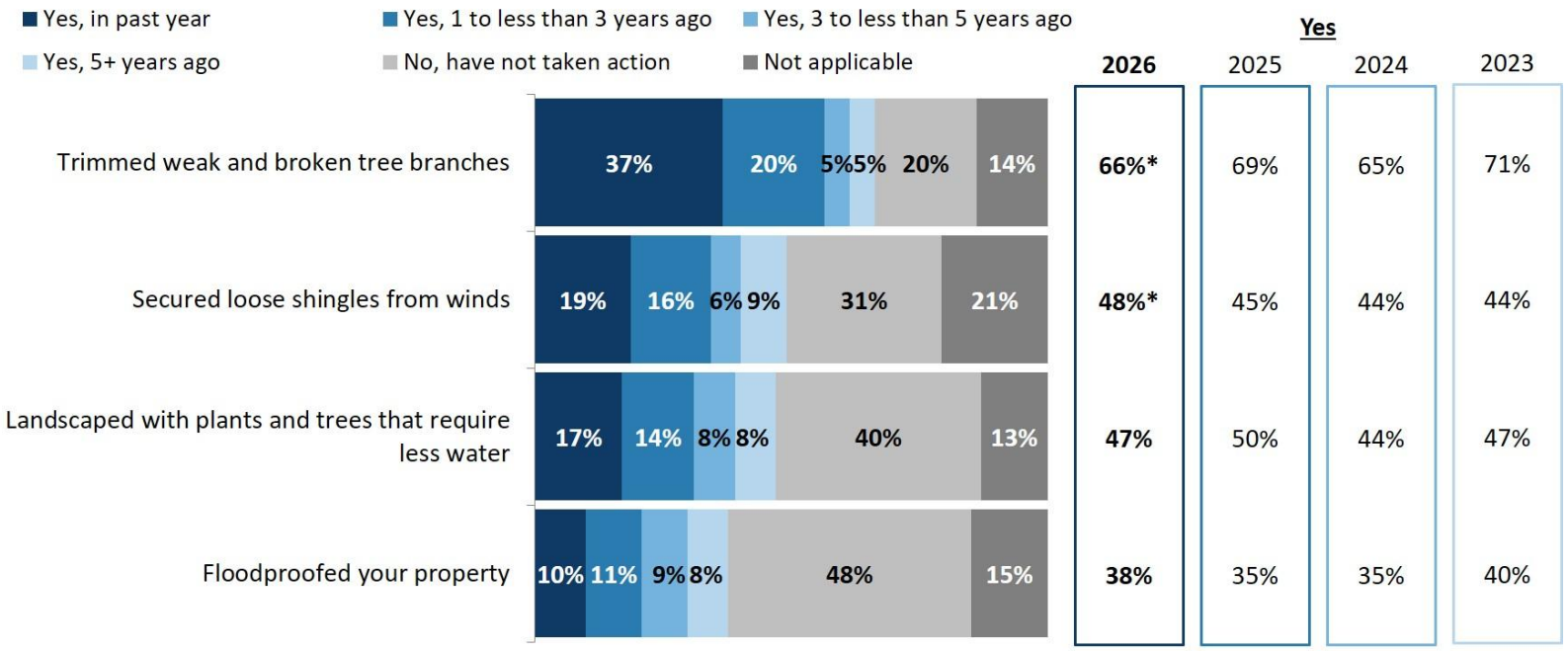
Among those who own their primary place of residence in Edmonton

79%
Have taken at least one action in their home or on their property

(vs. 81% in 2025, 76% in 2024 and 82% in 2023)

2.0
Average number of actions taken

(vs. 2.0 in 2025, 1.9 in 2024 and 2.0 in 2023)



Q.7Ma, b, f, g: **[IF OWN PRIMARY PLACE OF RESIDENCE IN EDMONTON IN Q.7L]** Which of the following actions have you taken in your home or on your property? (2023: n=697; 2024: n=687; 2025: n=663; 2026: n=708) **Due to rounding.*

Actions Taken (Continued)

Slightly up from last year, between three in ten and one-half of residents undertook any of the given actions.

New in 2026, four in ten completed a scan around their home and property and took steps to remove combustibles.

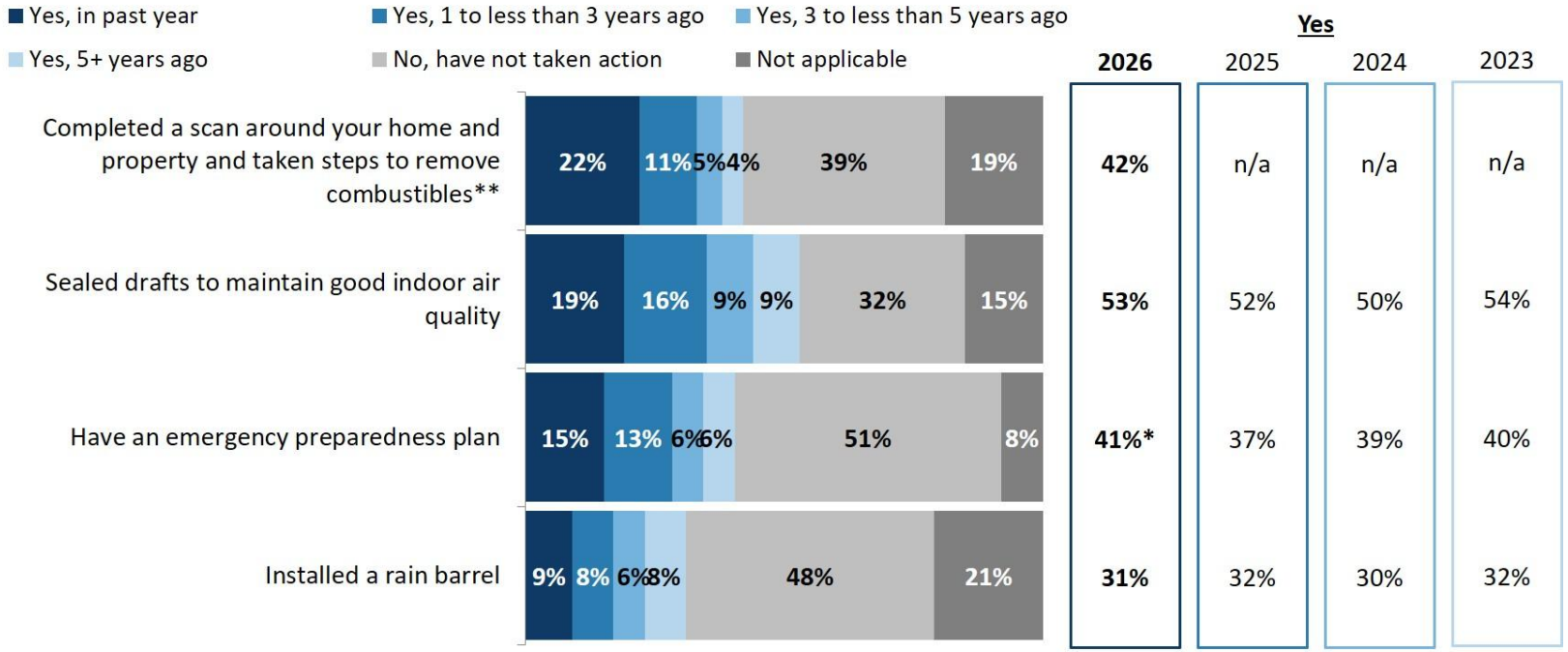
70%
Have taken at least one action in their home or on their property

(vs. 66% in 2025, 64% in 2024 and 67% in 2023)

1.7
Average number of actions taken

*(vs. 1.2 in 2025, 1.2 in 2024 and 1.3 in 2023)**

Actions Taken in Home or on Property



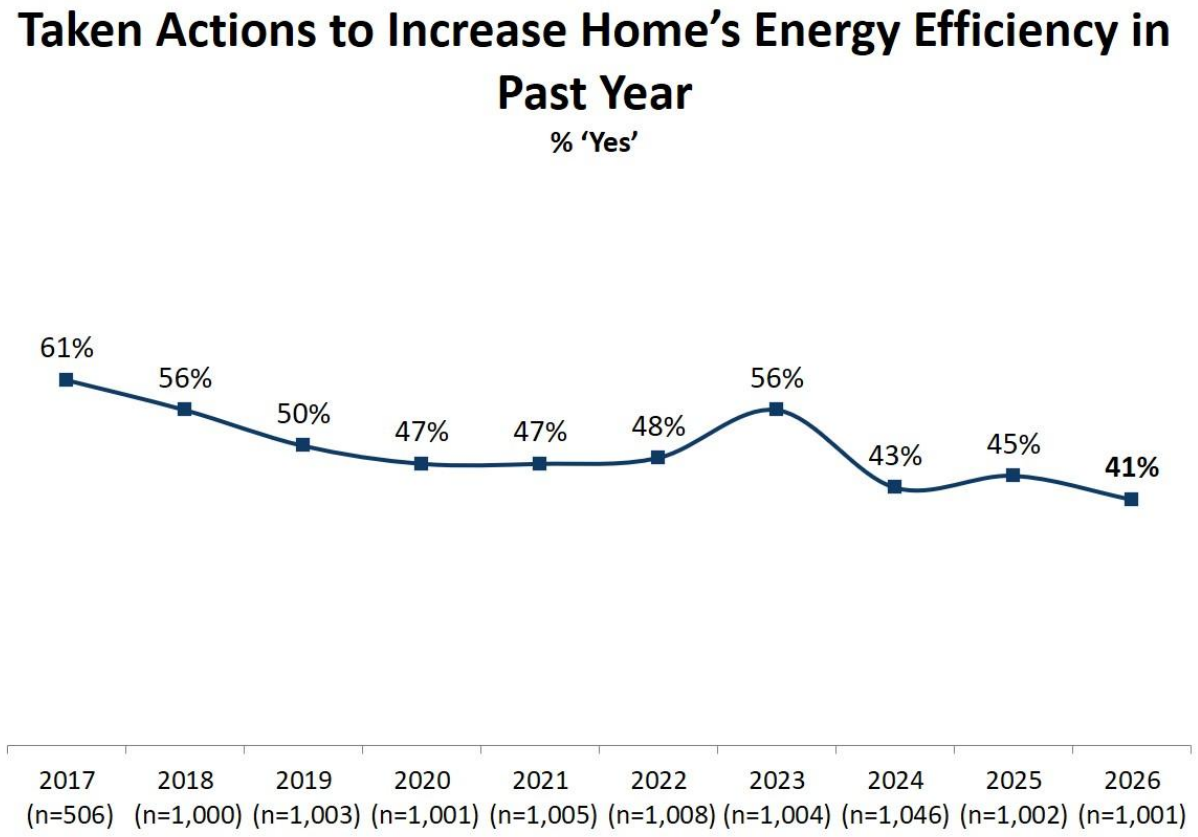
Q.7Mc-e, h: Which of the following actions have you taken in your home or on your property? (2023: n=1,004; 2024: n=1,046; 2025: n=1,002; 2026: n=1,001) **Out of 4 actions in 2026 and 3 actions in 2023-2025.*
***New question in 2026.*

Energy Efficiency

Past Year Actions Taken to Increase Energy Efficiency in the Home

Four in ten Edmontonians have taken actions to increase their home's energy efficiency in the past year.

Reported actions have been trending downwards over time. However, this trend may partly reflect the question's one-year reference period. Respondents who implemented energy-efficiency measures in previous years may no longer report taking action, which could reduce the proportion reporting recent activity even if overall adoption remains high.



Q.8: Have you taken any actions to increase the energy efficiency of your home in the past year?

Most Recent Actions Taken to Increase Energy Efficiency in the Home

The most pronounced change year-over-year is regarding the installation of energy efficient windows, down from last year.

Three-quarters of residents have ever taken actions in their home.

74%
Have *ever* taken actions in home

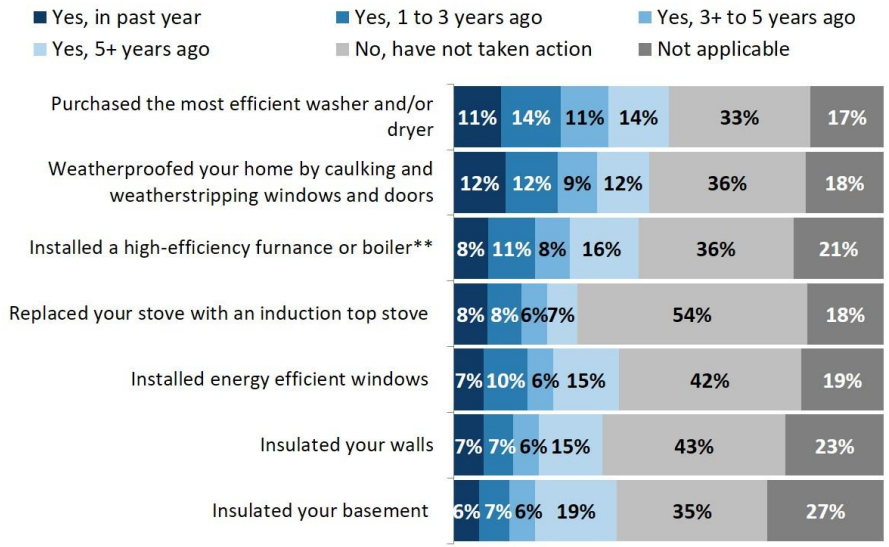
(vs. 73% in 2025, 70% in 2024, and 87% in 2023)

4.5
Average number of actions *ever* taken in home

*(vs. 4.0 in 2025, 3.4 in 2024, and 4.2 in 2023)****

In 2023 this question was only asked to those who own their primary place of residence in Edmonton.

Actions Taken in Home



2026			2025			2024			2023
All (n=1,001)	**Homeowners (n=708)**	**Non-Homeowners (n=293)**	All (n=1,002)	Homeowners (n=663)	Non-Homeowners (n=339)	All (n=1,046)	Homeowners (n=687)	Non-Homeowners (n=359)	Homeowners (n=697)°
50%	**61%**	**27%**	49%	62%	28%	42%	54%	24%	63%
45%	**54%**	**27%**	47%	58%	30%	43%	52%	28%	58%~
42%*	**53%**	**21%**	44%	58%	20%	39%	51%	21%	60%
28%*	**32%**	**21%**	30%	33%	24%	26%	29%	21%	31%
39%*	**48%**	**21%**	44%	56%	25%	39%	49%	23%	56%
35%	**41%**	**21%**	38%	47%	23%	34%	43%	21%	49%
39%*	**47%**	**21%**	41%	54%	20%	38%	49%	21%	55%

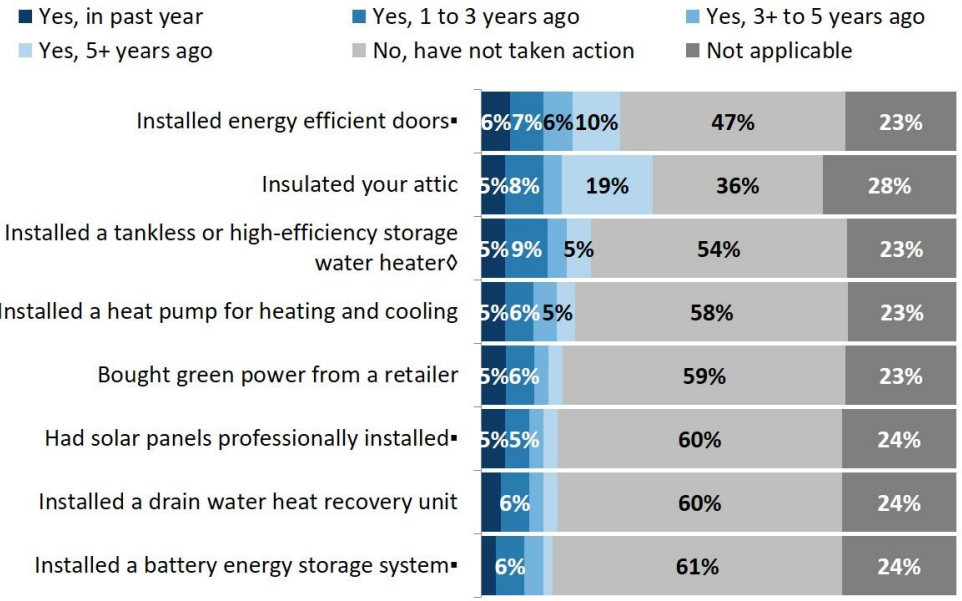
Q.9a-p: Which of the following actions have you taken in your home? *New question in 2023. °In 2023 this question was only asked to those who own their primary place of residence in Edmonton. ~ ~'Weatherproofed your home by caulking and weatherstripping windows and doors' was asked to all respondents: All (n=1,004): 49%; Homeowners (n=697): 58%; Non-Homeowners (n=307): 31%. *Due to rounding. **"or boiler" added in 2026. ***Out of 15 actions in 2026, 12 actions 2025, 11 actions in 2024, and 10 actions in 2023.*

Most Recent Actions Taken to Increase Energy Efficiency in the Home (continued)

The less commonly undertaken actions are reported on by no more than approximately one-third of residents.

Compared to one year ago, there are slightly greater reports of installing a tankless or high-efficiency storage water heater. Three percent (3%) of Edmontonians who reported taking action identified other measures, including insulation improvements (15%), energy efficient lightbulbs (11%), keeping the heat down or heating less (7%), and reduced energy consumption (5%).

Actions Taken in Home



	2026			2025			2024			2023
	All (n=1,001)	Homeowners (n=708)	Non-Homeowners (n=293)	All (n=1,002)	Homeowners (n=663)	Non-Homeowners (n=339)	All (n=1,046)	Homeowners (n=687)	Non-Homeowners (n=359)	Homeowners (n=697)°
Installed energy efficient doors▪	30%*	38%	14%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Insulated your attic	36%	44%	18%	37%	47%	21%	34%	44%	17%	49%
Installed a tankless or high-efficiency storage water heater◊	23%	27%	14%	18%	20%	13%	14%	14%	13%	24%
Installed a heat pump for heating and cooling	19%*	21%	15%	18%	21%	14%	n/a	n/a	n/a	n/a
Bought green power from a retailer	17%	19%	14%	17%	19%	14%	15%	15%	15%	19%
Had solar panels professionally installed▪	16%	18%	12%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Installed a drain water heat recovery unit	16%	19%	12%	15%	17%	12%	14%	13%	15%	18%
Installed a battery energy storage system▪	15%	16%	13%	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Q.9a-p: Which of the following actions have you taken in your home? *°In 2023 this question was only asked to those who own their primary place of residence in Edmonton. ▪New question in 2026. ◊ "or a high-efficiency storage" added in 2026. *Due to rounding. Values of 4% or less are not labelled.*

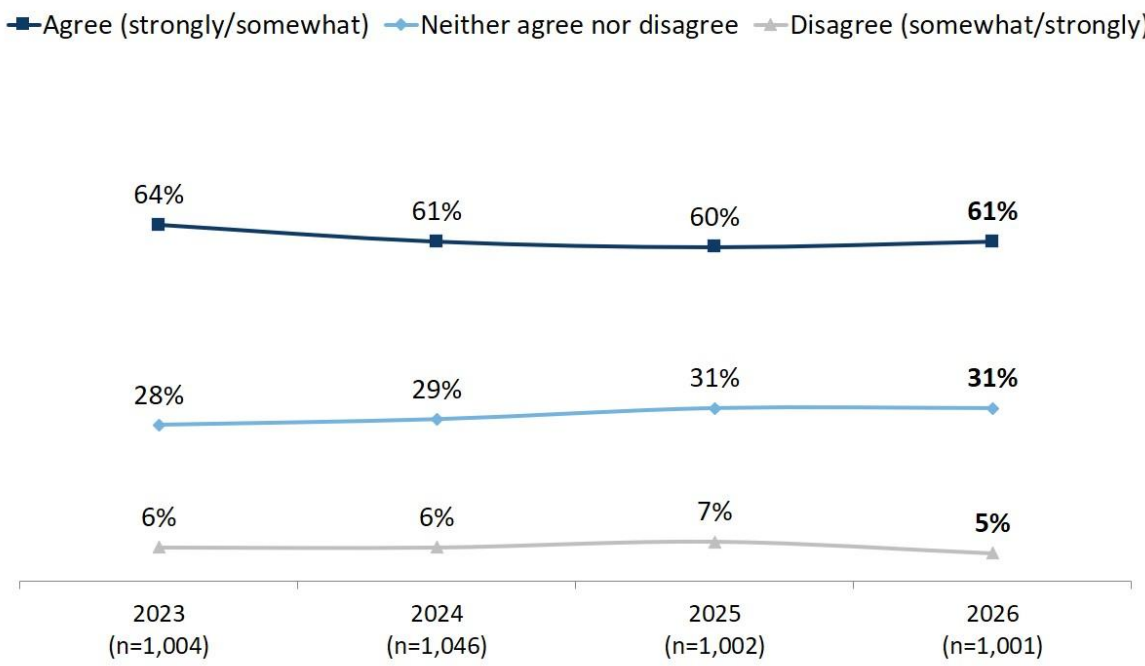
Energy Efficiency Sentiment

Pride in being energy efficient is consistent year-over-year and one-third of Edmontonians consider themselves an activist for the environment, rebounding to 2023 levels after a recent dip.

Results show that Edmonton residents' pride in being energy efficient has remained consistent since 2023.

I Am Proud to Be Energy Efficient

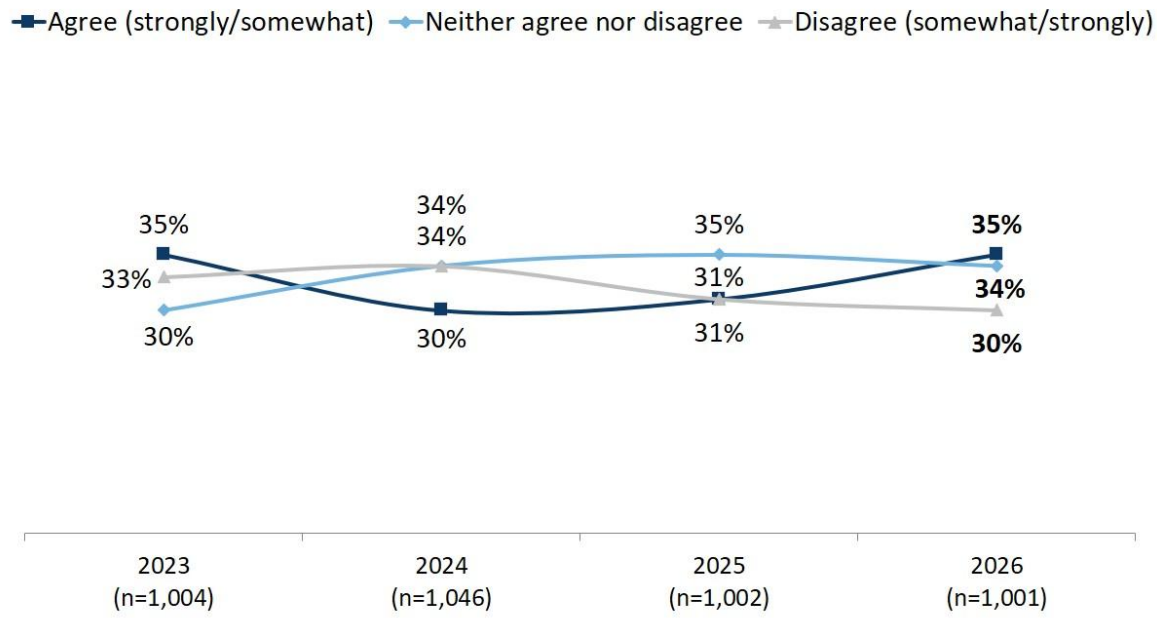
On a 5-pt. agreement scale



Q.16AB: To what extent do you agree or disagree with the following statement: I am proud to be energy efficient.

I Consider Myself an Activist on Behalf of the Environment

On a 5-pt. agreement scale

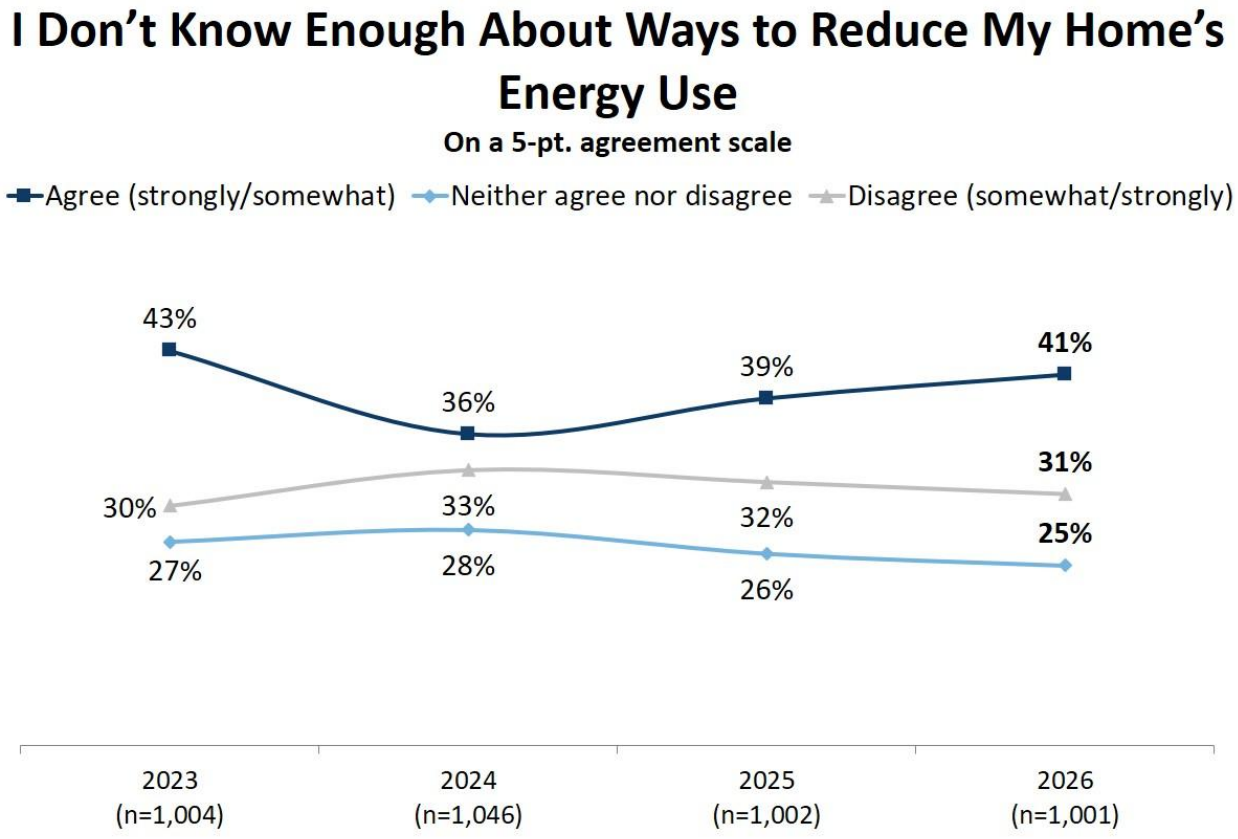


Q.16AI: To what extent do you agree or disagree with the following statement: I consider myself an activist on behalf of the environment.

Home Energy Use

Virtually unchanged from last year, two-in-five (41%) of residents don't know enough about ways to reduce home energy use.

Agreement is somewhat steady year-over-year, continuing its slow incline since a drop in 2024.



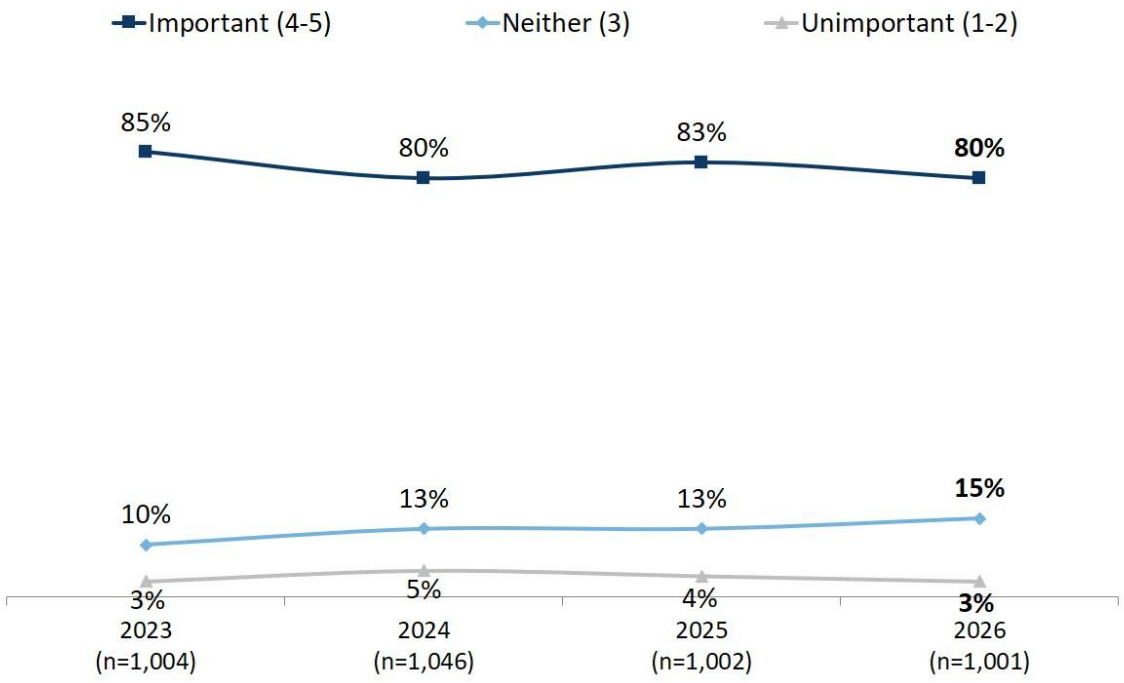
Q.16AJ: To what extent do you agree or disagree with the following statements: I don't know enough about ways to reduce my home's energy use.

Importance of Home and Building Energy Efficiency

Eight in ten feel it is important for a home to be energy efficient, slightly down from 2025. About two-thirds of Edmontonians feel it's important for buildings to be energy efficient, down by a margin from one year ago.

Importance Home Is Energy Efficient

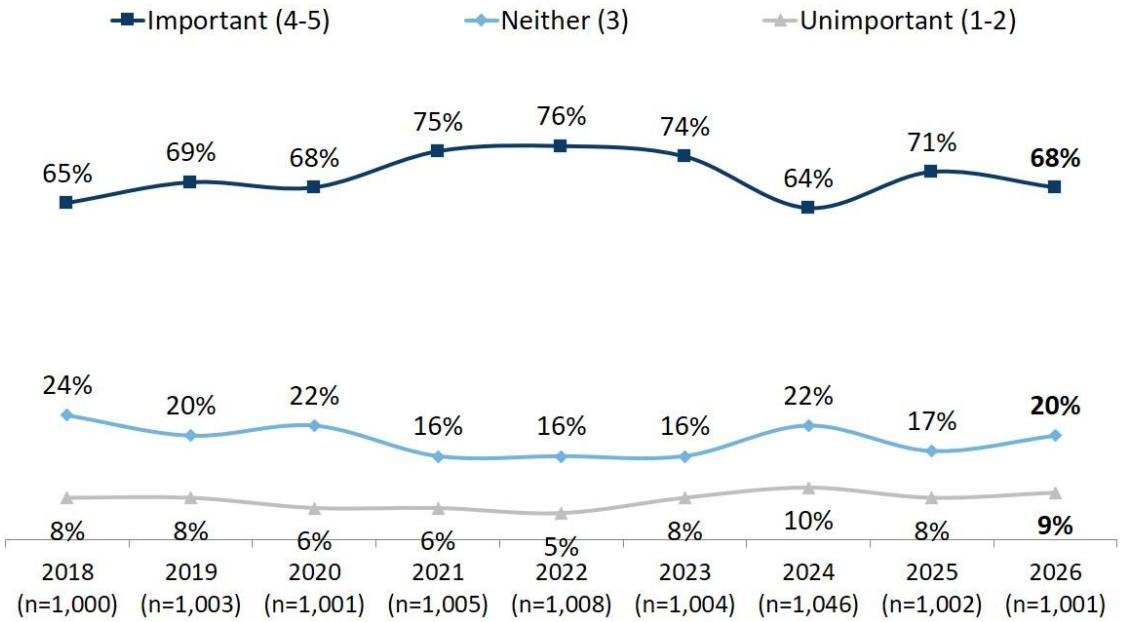
On a 5-pt. importance scale



Q.24A: How important or unimportant is it that the home in which you live is energy efficient?

Importance of Building Where People Work, Study, Play, and Shop Being Energy Efficient

On a 5-pt. importance scale



Q.24: How important or unimportant is it that buildings in which you work, study, play, or shop in are energy efficient?

Programs

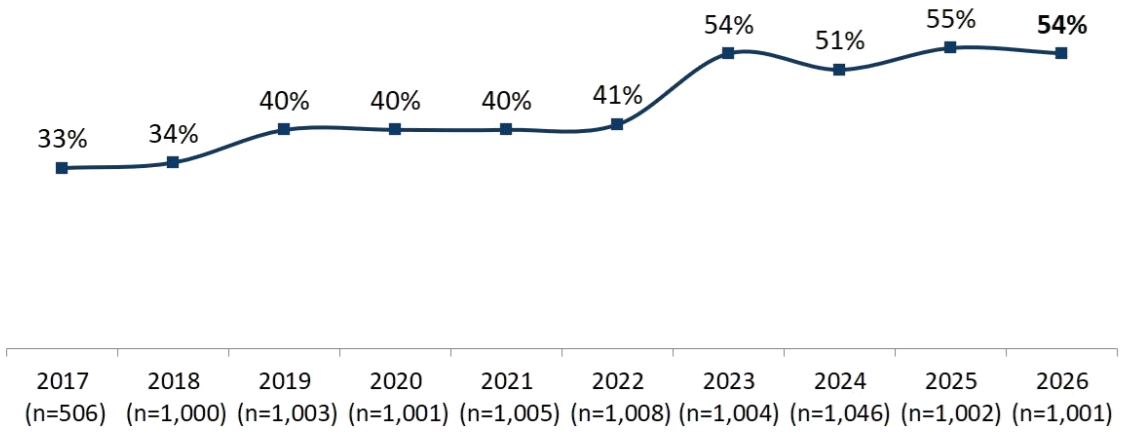
Awareness and Opinions of EnerGuide Program

More than half of Edmontonians (54%) are aware of the EnerGuide Program. Fewer residents (68%) this year want to see the results of the EnerGuide evaluation when buying or renting a home.

Awareness of the program has been steady since 2023. Results are steady with regards to having an EnerGuide evaluation with recommendations on how to make their home more energy efficient being valuable when renovating.

Aware of EnerGuide Program

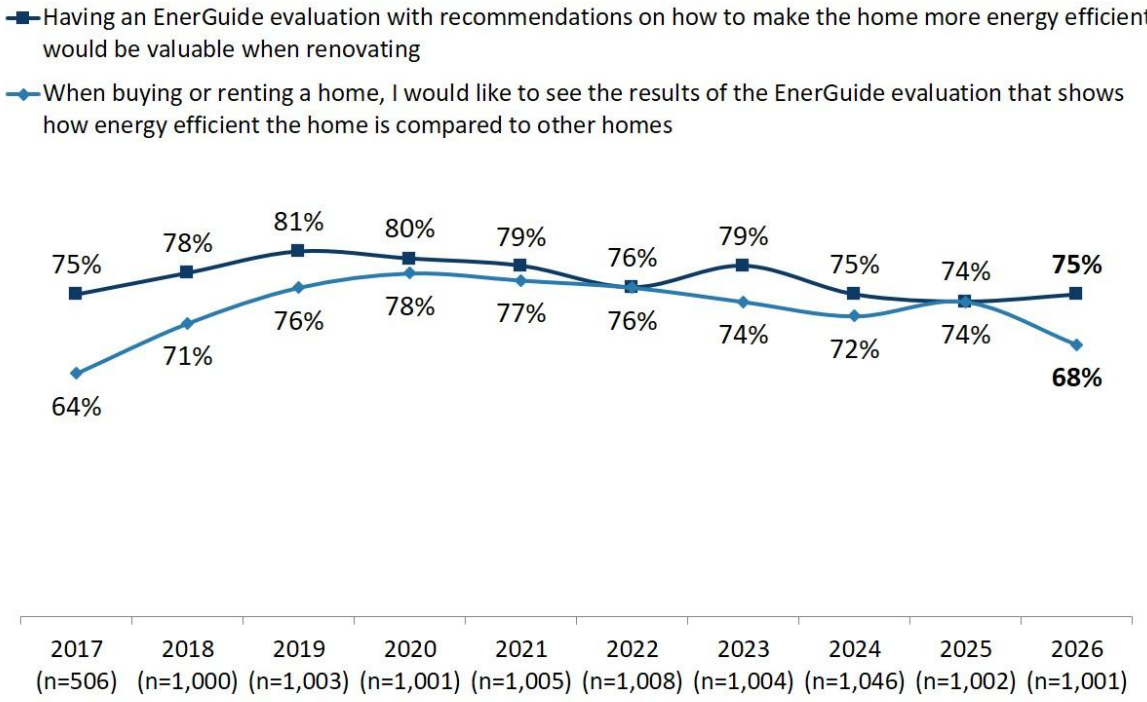
% 'Yes'



Q.12: Have you heard of a program that helps residents make their homes more energy efficient by providing an EnerGuide energy evaluation and incentives for home improvements?

Opinions on EnerGuide Evaluation

% agree (strongly/somewhat agree) on 5-pt. agreement scale

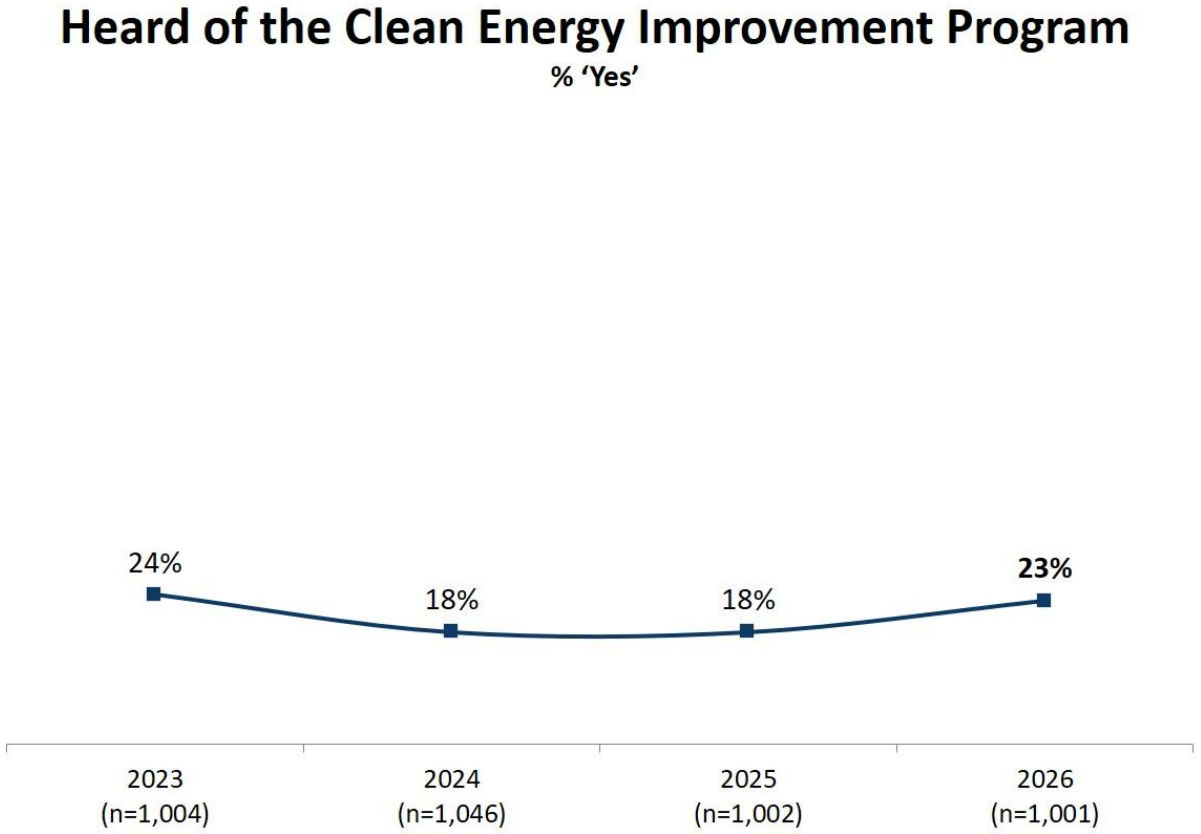


Q.15b-c: To what extent do you agree or disagree with the following statements about energy efficiency?

Awareness of Clean Energy Improvement Program

Slightly up from 2025, one-quarter of Edmontonians have heard of the Clean Energy Improvement Program.

Awareness is back in line with 2023 levels.



Q.18: Have you heard of the Clean Energy Improvement Program that helps property owners to finance energy efficiency and renewable energy upgrades through their property taxes?

Electric Vehicles

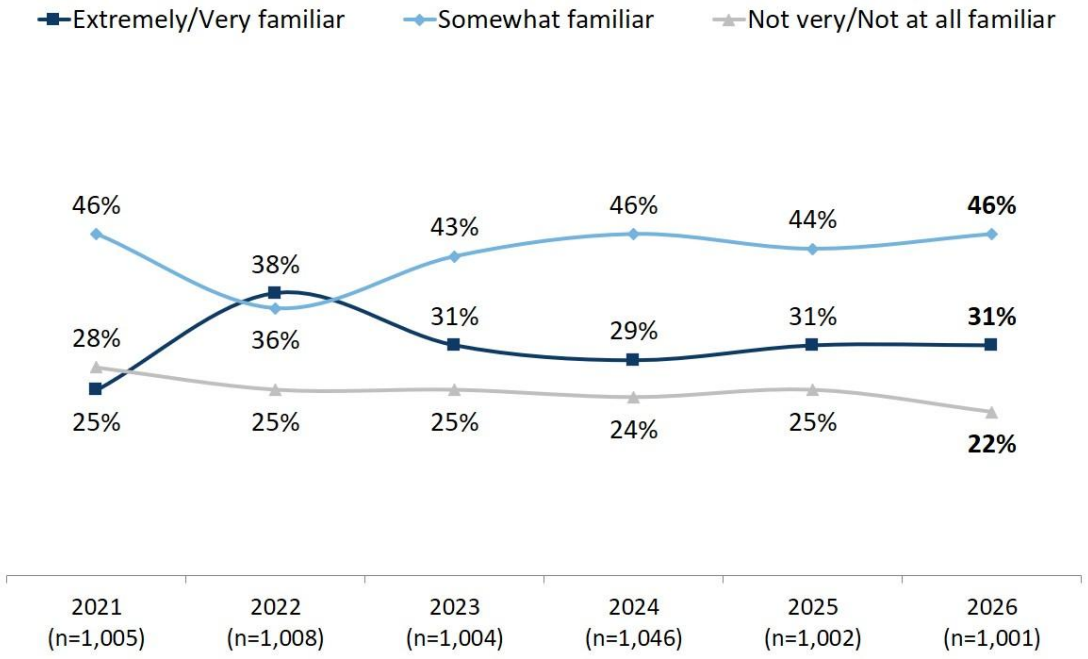
Familiarity with Electric Vehicles

Nearly one-third (31%) of Edmontonians are very or extremely familiar with electric vehicles, similar to 2025. Up from last year, three in ten Edmonton residents report they are likely to buy an electric vehicle as their next vehicle.

A decreasing minority are not very or not at all familiar with electric vehicles. The likelihood of purchasing an electric vehicle has increased in the past year.

Level of Familiarity with Electric Vehicles

On a 5-pt. familiarity scale



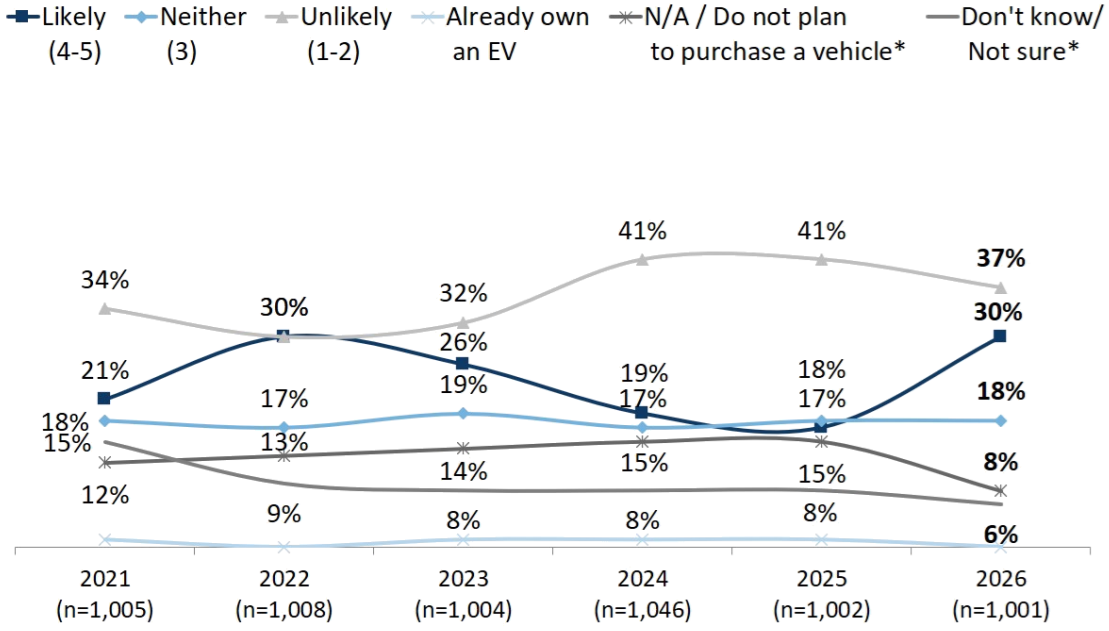
Q.26: How familiar are you with electric vehicles?

Likelihood of buying an electric car in the next 3 years:~
2020 = 14%
2019 = 14%
2018 = 12%

~Due to question wording change in 2021, this question is not trackable.

Likelihood of Buying Electric Vehicle for Next Vehicle

On a 5-pt. likelihood scale



Q.28: How likely are you to buy an electric vehicle for your next vehicle purchase? **Wording change in 2026, previously: 'Will not be buying a vehicle' and 'not sure'.*

Experience with Electric Vehicles

The rate of having driven or been a passenger in an electric vehicle has doubled over the past five years, with three in ten (29%) Edmontonians now reporting such an experience.

Findings are highly consistent with last year, although the proportion of residents who have driven or been a passenger in an electric vehicle has increased marginally.

Statements That Personally Apply in Terms of Electric Vehicles

	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**
I have no experience with electric vehicles	61%	61%	48%	43%	42%	36%	35%	**33%**
I have driven or been a passenger in an electric vehicle	15%	14%	13%	15%	20%	20%	24%	**29%**
I have learned about electric vehicles from a friend, news or advertising	n/a	n/a	28%	28%	27%	29%	24%	**25%**
I have researched or looked for information about electric vehicles	23%	22%	27%	25%	25%	23%	23%	**24%**
I have spoken with the owner of an electric vehicle	13%	15%	14%	17%	18%	17%	19%	**20%**
I own (or owned) an electric vehicle	4%	4%	3%	13%	7%	6%	6%	**7%**

Q.27: Which of the following statements apply to your personal experience with electric vehicles? Please select as many as apply to you.

Barriers to Purchase

Price as a factor preventing an electric vehicle purchase is at its lowest point since 2019.

Adoption barriers are mostly consistent year-over-year. however, the greatest decrease is seen for access to EV charging stations.

As previously noted, decreases of five points or more from 2025 are highlighted in red.

Factors Preventing Electric Vehicle Purchase

	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**
The price of an electric vehicle	62%	65%	60%	55%	61%	57%	55%	**53%**
The performance of electric vehicles in the winter	30%	31%	33%	42%	49%	47%	51%	**47%**
Access to electric vehicle charging stations	37%	38%	52%	45%	48%	42%	44%	**38%**
Distance between charging stations doesn't allow me to travel where I want to go	36%	35%	42%	41%	43%	38%	41%	**36%**
Availability of electric vehicles for purchase in Edmonton	21%	16%	n/a	n/a	n/a	n/a	n/a	**n/a**
The limited availability of used electric vehicles for purchase in Edmonton	*n/a*	*n/a*	23%	20%	19%	17%	16%	**13%**
The limited availability of new electric vehicles for purchase in Edmonton	*n/a*	*n/a*	18%	21%	21%	13%	11%	**13%**
I don't drive	11%	10%	8%	8%	9%	10%	10%	**8%**
Availability to test drive the vehicle before purchasing	10%	11%	12%	13%	12%	7%	7%	**7%**
I already have an electric vehicle	2%	2%	1%	5%	3%	3%	3%	**4%**
Other	8%	10%	4%	4%	7%	6%	5%	**4%**
None of the above/Will not be buying an electric vehicle	7%	7%	8%	7%	6%	7%	7%	**6%**
Will not be buying any vehicle	n/a	n/a	7%	6%	5%	6%	5%	**8%**

Q.30: Which, if any, of the following factors might prevent you from purchasing an electric vehicle in the future? Please select as many as apply to you.

Motivators to Purchase

Overall, motivating factors for electric vehicle purchases are generally in line with previous years.

Price related factors have increased by a margin, while the factor related to greenhouse gas emissions has decreased by the same proportion.

Factors Motivating Electric Vehicle Purchase

	2019 (n=1,003)	2020 (n=1,001)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**
If the cost of an electric vehicle is lower than a non-electric one	n/a	n/a	49%	46%	45%	44%	43%	**42%**
Economics – reduced maintenance costs and not having to pay for gas	53%	49%	49%	43%	43%	38%	40%	**42%**
Incentives to purchase an electric vehicle	46%	45%	45%	40%	40%	33%	37%	**36%**
If the cost of an electric vehicle is the same as a non-electric one	n/a	n/a	40%	34%	33%	30%	28%	**31%**
Incentives to purchase charging stations for your home	33%	31%	40%	34%	33%	26%	28%	**31%**
Reduced greenhouse gas emissions that contribute to climate change	38%	37%	36%	30%	28%	27%	28%	**25%**
Abundant availability of electric vehicles for purchase in Edmonton, including used ones*	n/a	n/a	32%	26%	23%	20%	22%	**23%**
Innovation – I like being at the forefront of new technologies and ideas	15%	13%	15%	16%	11%	11%	10%	**10%**
Other	4%	6%	5%	6%	8%	7%	4%	**5%**
None of the above	20%	25%	16%	18%	18%	25%	22%	**20%**

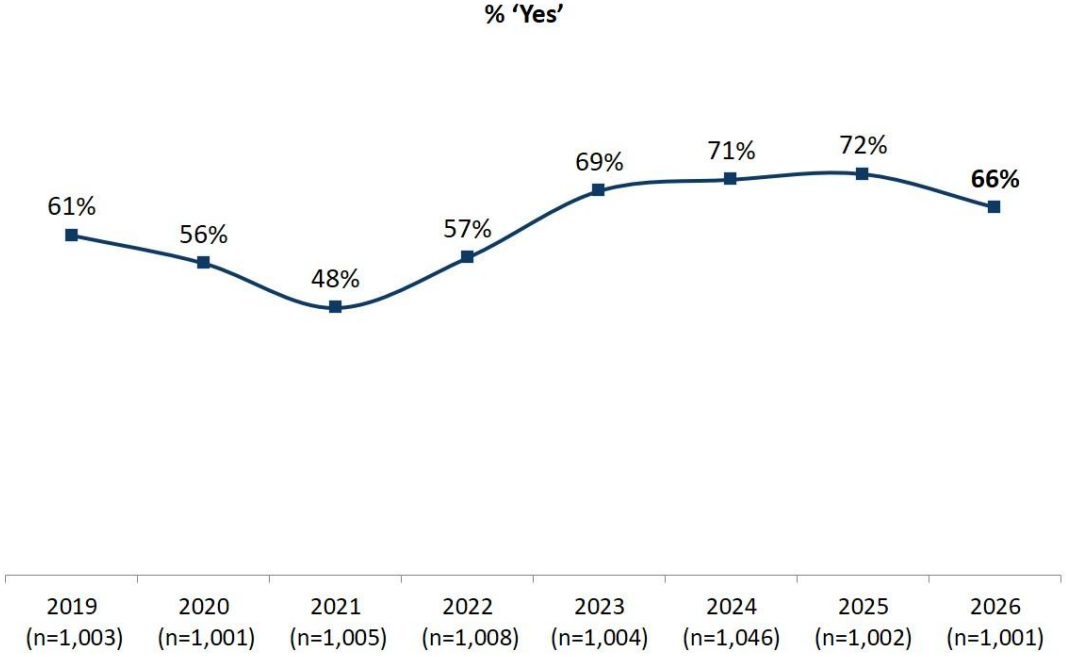
Q.29: Which, if any, of the following factors might motivate you to purchase an electric vehicle in the future?

Awareness of Public Charging Stations for Electric Vehicles

Marginally down from last year, two-thirds of Edmontonians are aware there are public EV charging stations.

Two-thirds of Edmonton residents (66%) are aware that there are public charging stations for EVs in Edmonton. As would be expected, awareness of the public charging station infrastructure is higher among those with some type of experience with electric vehicles.

Aware That There Are Public Charging Stations for Electric Vehicles in Edmonton



Q.30A: Are you aware that there are public charging stations for electric vehicles in Edmonton?

Awareness of Public Charging Stations By EV Experience

Personal Experience with EVs	Awareness of Public EV Charging Stations		
	Yes	No	Not sure
I have no experience with electric vehicles	55%	24%	21%
I have some experience with electric vehicles:			
I own or have owned an electric vehicle	91%	9%	1%
I have researched information about electric vehicles	77%	10%	13%
I have learned about electric vehicles	71%	15%	14%
I have spoken with an electric vehicle owner	71%	16%	13%
I have driven or been a passenger in an electric vehicle	67%	18%	14%

Q.27: Which of the following statements apply to your personal experience with electric vehicles? Please select as many as apply to you. | Q.30A: Are you aware that there are public charging stations for electric vehicles in Edmonton?

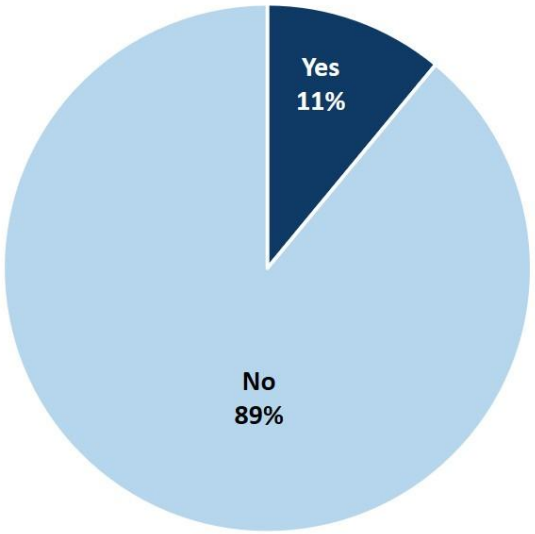
Electric Bicycles

Electric Bicycles (E-Bikes)

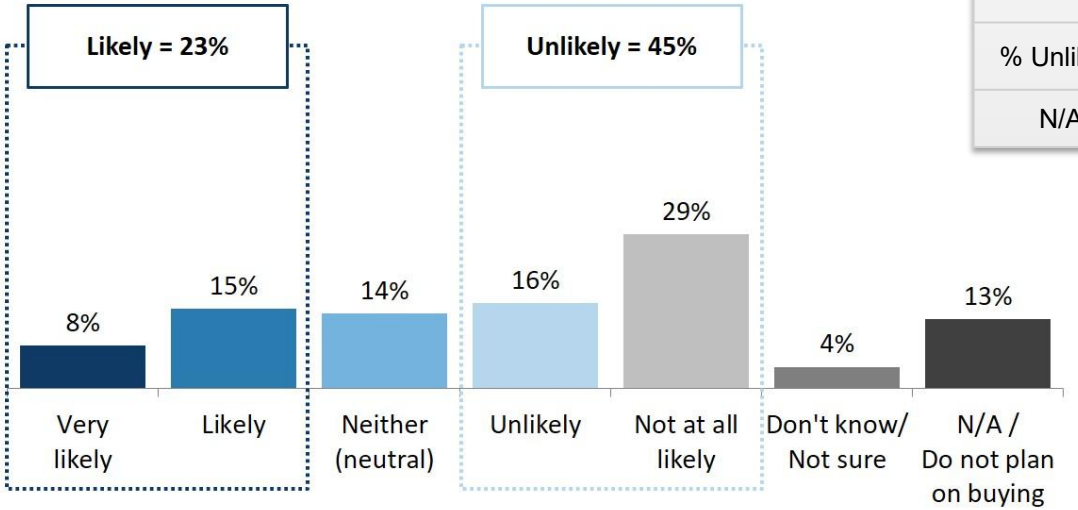
One in ten Edmonton residents have an electric bicycle, and one-quarter are likely to purchase an e-bike in the next three years.

About one-quarter of residents state they are likely, to some extent, to buy an/another e-bike in the next three years. One in ten do not plan to buy one at all.

Currently Have an Electric Bicycle (e-bike)



Likelihood of Buying [an/another] Electric Bicycle in Next Three Years



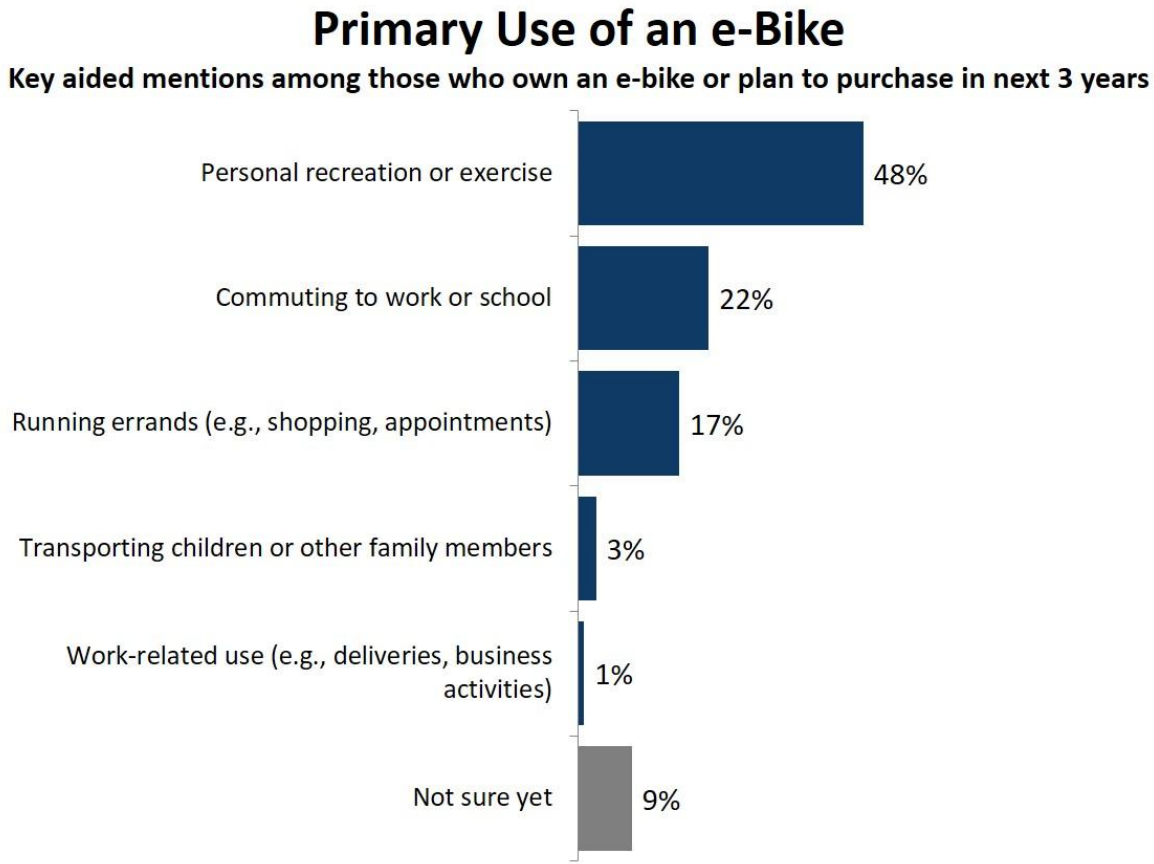
Likelihood By Age Group			
	18-34	35-54	55+
% Likely	35%	24%	10%
% Unlikely	35%	49%	52%
N/A	7%	8%	24%

Q.30aa: Do you currently have an electric bicycle (e-bike)? (n=1,001) | Q.30b: **[IF 'NO' IN Q.30AA]** How likely is it that you will buy an electric bicycle (e-bike) in the next 3 years? / **[IF 'YES' IN Q.30AA]** How likely is it that you will buy another electric bicycle (e-bike) in the next three years? (n=1,001) *New questions in 2026.*

Primary Uses of an E-Bike

Half of current or prospective e-bike owners say they plan to use it for recreation or exercise.

A minority use or would use e-bikes for commuting to work/school or for running errands. Few cite usage for transporting children or family members, or work-related deliveries.



Q.30c: **[IF OWN AN E-BIKE IN Q.30AA OR VERY LIKELY, LIKELY, OR NEUTRAL IN Q.30B]** What is (or will be) your primary use of an e-bike? (n=343) *New question in 2026.*

Transportation Choices

Transportation Used in the Past Month

Reports of being a pedestrian have decreased since last year. Being a passenger of a private vehicle is also down but only marginally.

Modes of transportation among Edmontonians are generally consistent year-over-year, however, reports of being a pedestrian have fallen to a new low.

Transportation Used in Past 30 Days

	2019 (n=1,001)	2020 (n=998)	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)	**2026 (n=1,001)**
Driver of a motor vehicle	73%	75%	74%	69%	74%	68%	71%	**70%**
Passenger of private transportation vehicle, for example, a car, van, truck or motorcycle	41%	38%	33%	36%	42%	42%	45%	**42%**
Pedestrian	50%	53%	50%	43%	51%	49%	47%	**31%**
Passenger of public transportation including bus or LRT	40%	18%	21%	30%	30%	33%	32%	**30%**
Cyclist – non-motorized	13%	21%	17%	13%	16%	16%	12%	**13%**
Motorcycle rider, that is, primarily a driver, not a passenger	3%	3%	3%	7%	7%	5%	5%	**5%**
Cyclist – e-bike/electric bicycle	n/a	2%	2%	2%	6%	5%	3%	**4%**
Other	1%	2%	1%	1%	1%	0%	0%	**0%**

Q.31: In the past 30 days, which of the following modes of transportation have you used for getting around?

Campaigns and Information Sources

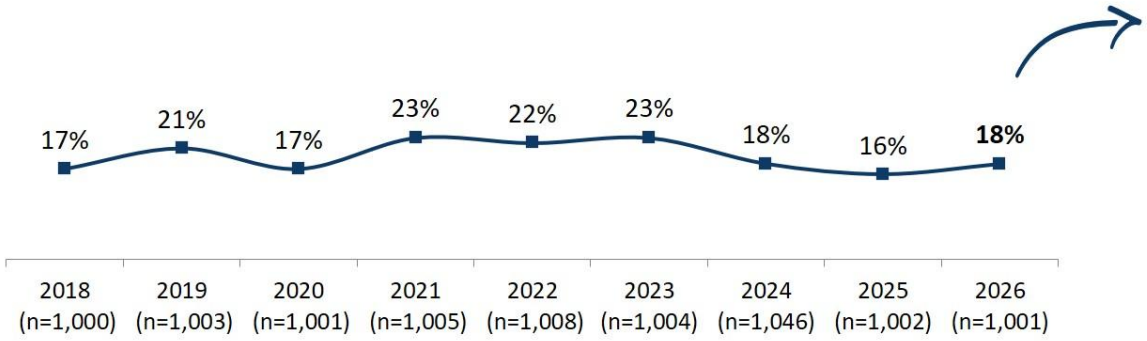
Recall Climate Change Programs or Advertisements

Two in ten Edmonton residents can recall recent climate change programs or ads from the City.

Among the minority of Edmontonians who recall seeing or hearing about the City's climate change programs or advertisements, one in ten mention something related to energy efficiency upgrades/programs or the City's initiatives to combat climate change. Other information is recalled by fewer proportions each.

Recall Seeing or Hearing About Climate Change Programs or Advertisements from the City of Edmonton

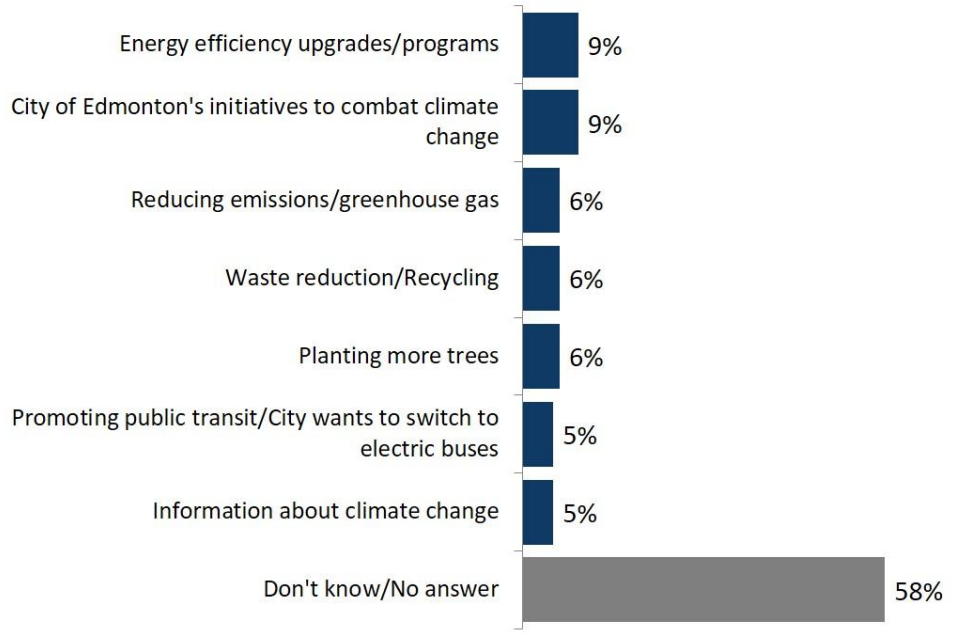
% 'Yes'



Q.32: Do you recall seeing or hearing about any climate change programs or advertisements from the City of Edmonton in the past year?

Information Recalled

Key unaided mentions among those who recall City of Edmonton climate change ads



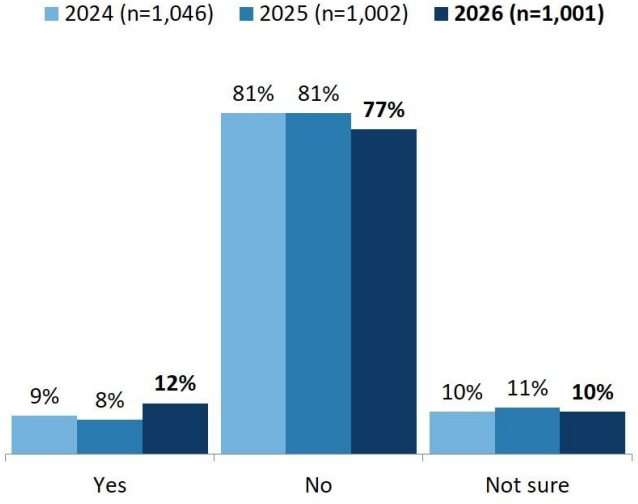
Q.33: **[IF 'YES, DO RECALL' IN Q.32]** Please describe what you recall seeing or hearing about climate change programs or advertisements from the City of Edmonton? Please be as detailed as possible. (n=152)

Knowledge of Climate Initiative

Awareness of the Neighbouring for Climate Initiative remains relatively limited; however, among those aware of the initiative, nearly one-half have participated.

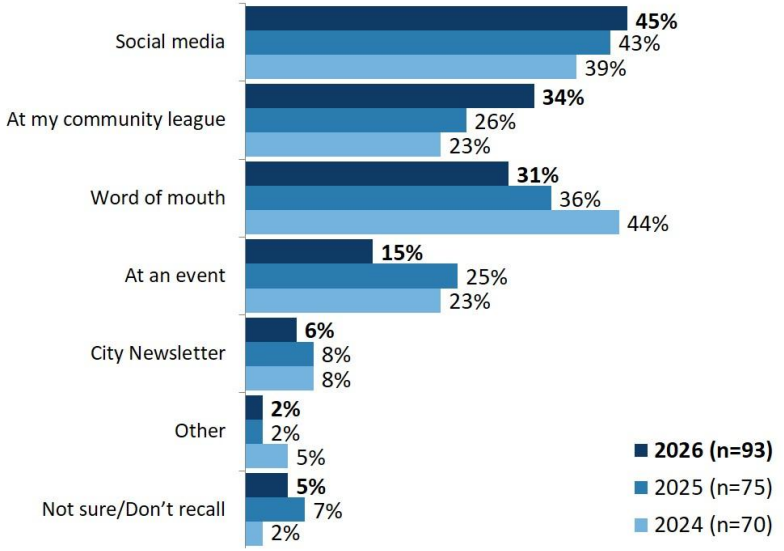
Those who are aware of the initiative recall seeing something on social media, at their community league, or through word of mouth. Recall via an event or the City newsletter is less common.

Heard of the Neighbouring for Climate Initiative



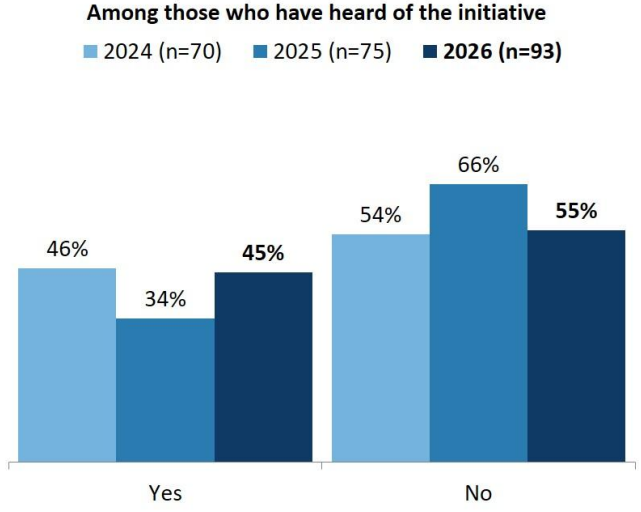
Sources of Information about Initiative

Total aided mentions among those who have heard of the initiative



Participating in Neighbouring for Climate Initiative

Among those who have heard of the initiative



Q.34: Prior to today, have you heard about the Neighbouring for Climate initiative? | Q.35: **[IF 'YES' IN Q.34]** How did you hear about the Neighbouring for Climate initiative? | Q.36: **[IF 'YES' IN Q.34]** Are you participating in the Neighbouring for Climate initiative? *New questions in 2024.*

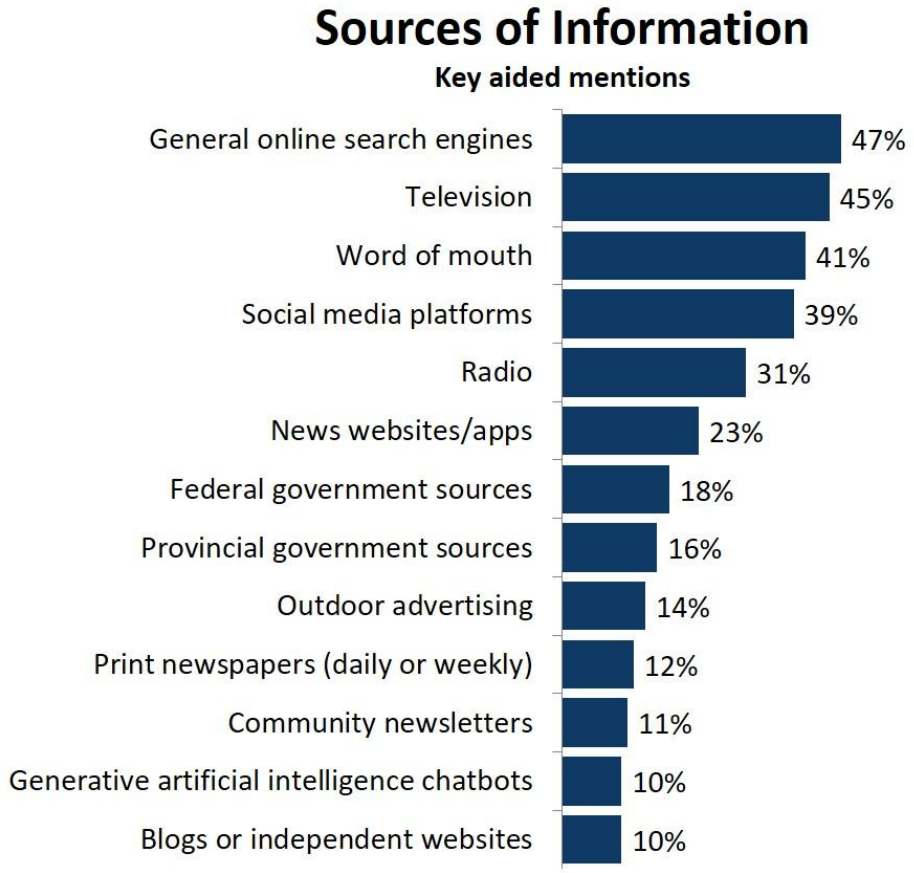
Information Sources

General online searches and television are the primary ways Edmontonians source information on a regular basis.

Word of mouth, social media, radio, and news websites are the next most common ways for Edmonton residents to source information. Other modes are noted by fewer than two in ten each. Edmontonians use multiple information sources regularly.

Average Number of Information Sources Used:

3.3



Q.41: In general, what sources do you use for information on a regular basis? (n=1,001)

Demographic Analysis

Demographic Analysis

Attitudes and Behaviours

Across Edmonton, residents express strong agreement with statements such as *"I am concerned about climate change," "I think we need to act now to address climate change,"* and *"The impacts of climate change will be reduced if people work together on solutions."* However, the degree of agreement, and especially the translation of these beliefs into action, varies substantially across gender, quadrant, age, income, and homeownership. These differences create a clear narrative about who is most engaged, who feels constrained, and where the gaps in action lie.

Gender differences show a consistent gap across nearly every attitudinal measure. Women tend to report higher agreement scores with *"I am concerned about climate change"* and "*I think we need to act now to address climate change",* while men are less likely to agree with these same statements. Women are also more likely to agree that *"I want to do more personally to help address climate change"* and that *"My personal actions can help address climate change".* Men, by contrast, are less likely to express this willingness or belief. This pattern carries through to action: women are more likely to indicate agreement with *"I am taking action to help address climate change",* whereas men are less likely to do so. This higher engagement among women carries through to behavioural measures, where women are more likely to report everyday actions captured in Q11, such as *"reduced food waste", "bought fewer products",* and *"learned online."* Men, on the other hand, are less likely to agree with many of these attitudinal statements or report day-to-day behaviours. However, behavioural batteries like Q9 reveal a subtle distinction: men are relatively more represented in certain capital-intensive upgrades (e.g., equipment-related improvements), indicating that while women lead in broad climate activity engagement and everyday behaviour, some male participation is concentrated in more technical or infrastructure-focused actions.

Geographically, **quadrant differences** become much more tangible when behavioural questions are layered in. Residents in the Southwest and Southeast are slightly more likely to offer agreement with *"I think we need to act now to address climate change",* but those in the Southeast are less likely to have taken home-based adaptation measures captured in Q7MA, such as *"floodproofed your property", "have an emergency preparedness plan".* Those in the Northeast are more likely however to have taken five of eight actions on their property. The Southeast also trends lower on taking action (Q7k). This reinforces that geographic variation reflects not only differences in attitudes but also in real-world protective and mitigation behaviours at the household level.

Demographic Analysis (Cont')

Age introduces a clear divide between motivation and execution, which becomes especially visible in behavioural measures. Younger residents (18–34) are more likely to agree with *"I want to do more personally to help address climate change"* and are more likely to report personal lifestyle changes from Q11, such as *"commuted sustainably", "learned online", "installed energy efficient windows", "installed a rain barrel",* or *"floodproofed your property".* Older residents (55+), by contrast, are less likely to express an urgency and desire to do more, but more likely to agree with statements on structural, home-based actions, including property-level adaptations and efficiency upgrades. This creates a strong narrative: younger residents are willing but limited to low-cost behaviours, while older residents carry more of the infrastructure-based response.

Household income reinforces this structural divide. Higher-income households are more likely to agree not only with statements like *"I think we need to act now to address climate change"* and *"I am taking action to help address climate change",* but also on higher-cost behaviours in Q7MA and Q9. These include actions such as home upgrades, adaptation measures, and efficiency investments, all of which require upfront capital. Lower-income households are less likely to report the same behaviours and less likely to have taken such actions, even if they express some level of concern. In Q11, however, lower-cost behaviours (e.g., reducing waste or changing consumption habits) are more evenly distributed, suggesting that financial barriers specifically limit higher-impact, infrastructure-level actions rather than all action overall. **Non-homeowners**, by contrast, are less likely to report nearly all property-based actions. This is not simply a difference in willingness; it reflects a lack of ability to act on measures that require ownership or control over the home. As a result, even though some renters agree with *"I am taking action to help address climate change",* the types of actions they can take are fundamentally different and more limited.

The **climate segments** (as defined on page 69) bring these patterns together into a full behavioural spectrum. Climate Crusaders consistently are more likely to agree across all attitudes and behavioural batteries - agreeing strongly with *"I am taking action to help address climate change"* and also reporting high levels of participation across Q7MA, Q9, and Q11 actions. This group demonstrates the strongest alignment between belief and behaviour. Eco-Savvy Affluents show a similar pattern, with high agreement on climate statements and particularly strong participation in higher-cost home and efficiency upgrades, reflecting both motivation and means. In contrast, Hard-Pressed Hesitants are less likely to report that *"I want to do more personally to help address climate change"* and *"I am taking action…",* and also show lower participation across behavioural measures, suggesting constraints rather than outright disbelief. Climate Doubters are least likely to agree across both belief statements (e.g., *"I am concerned about climate change")* and behavioural measures, showing minimal engagement on both fronts.

A clear pattern emerges by **dwelling-type**. Semi-detached/townhouse residents appear to be the most climate-engaged segment, reporting the highest levels of concern, strongest support for action, greatest confidence in their ability to make a difference, and strongest support for increased City efforts. Detached-home residents are generally the least climate-engaged segment, particularly with respect to personal action, willingness to pay a levy, support for increased City efforts, and perceptions of climate risk. Condo/apartment residents generally resemble semi-detached group residents in terms of climate concern and support for action, and often report higher perceived climate risks; however, they tend to be less familiar with certain technical home-energy technologies, such as heat pumps.

Demographic Analysis (Cont')

When attitudes and behaviours are combined, the key insight becomes clear: Edmonton is characterized not just by differences in belief, but by a significant action gap shaped by structural factors. While many residents agree with "I think we need to act now to address climate change", far fewer consistently report the kinds of actions captured in Q7MA and Q9, particularly those that require financial investment or homeownership. Lower-cost behaviours captured in Q11 are more broadly adopted, but they represent only one layer of climate action.

Overall, the data revealed three distinct groups within the city: a highly engaged group (Climate Crusaders and Eco-Savvy Affluents) that believes strongly and takes a wide range of actions; a willing but constrained middle (younger residents, renters, lower-income households) that agrees with "I want to do more personally" but is limited to lower-cost behaviours; and a less engaged group (Climate Doubters and some lower-engagement geographies) that is less likely to exhibit key beliefs and actions. The central challenge for Edmonton is therefore not simply increasing awareness, but enabling broader participation in higher-impact actions by reducing financial and structural barriers, while also increasing engagement among the least convinced groups.

Program Awareness and Recall

Across the total population, recall of City activity, captured by *"Do you recall seeing or hearing about any climate change programs or advertisements from the City of Edmonton in the past year?",* is far from universal. There is a clear split between groups that are already highly engaged in climate change and those that are not, with awareness strongly mirroring the broader engagement patterns seen earlier in the study.

From a demographic perspective, higher-income households are more likely to recall having seen or heard climate-related programs or advertising, consistent with their stronger climate engagement and higher levels of reported action. Gender presents a more complex pattern. Men are more likely to recall City climate communications, yet women tend to express greater concern about climate change, a stronger sense of urgency, and higher levels of self-reported action. This suggests that recall of City messaging does not necessarily correspond with broader climate engagement. Taken together, the findings indicate that program awareness is strongest among some already-engaged groups, particularly higher-income households, while lower-income households are less likely to recall communications and to report higher-impact climate actions.

Quadrant Analysis

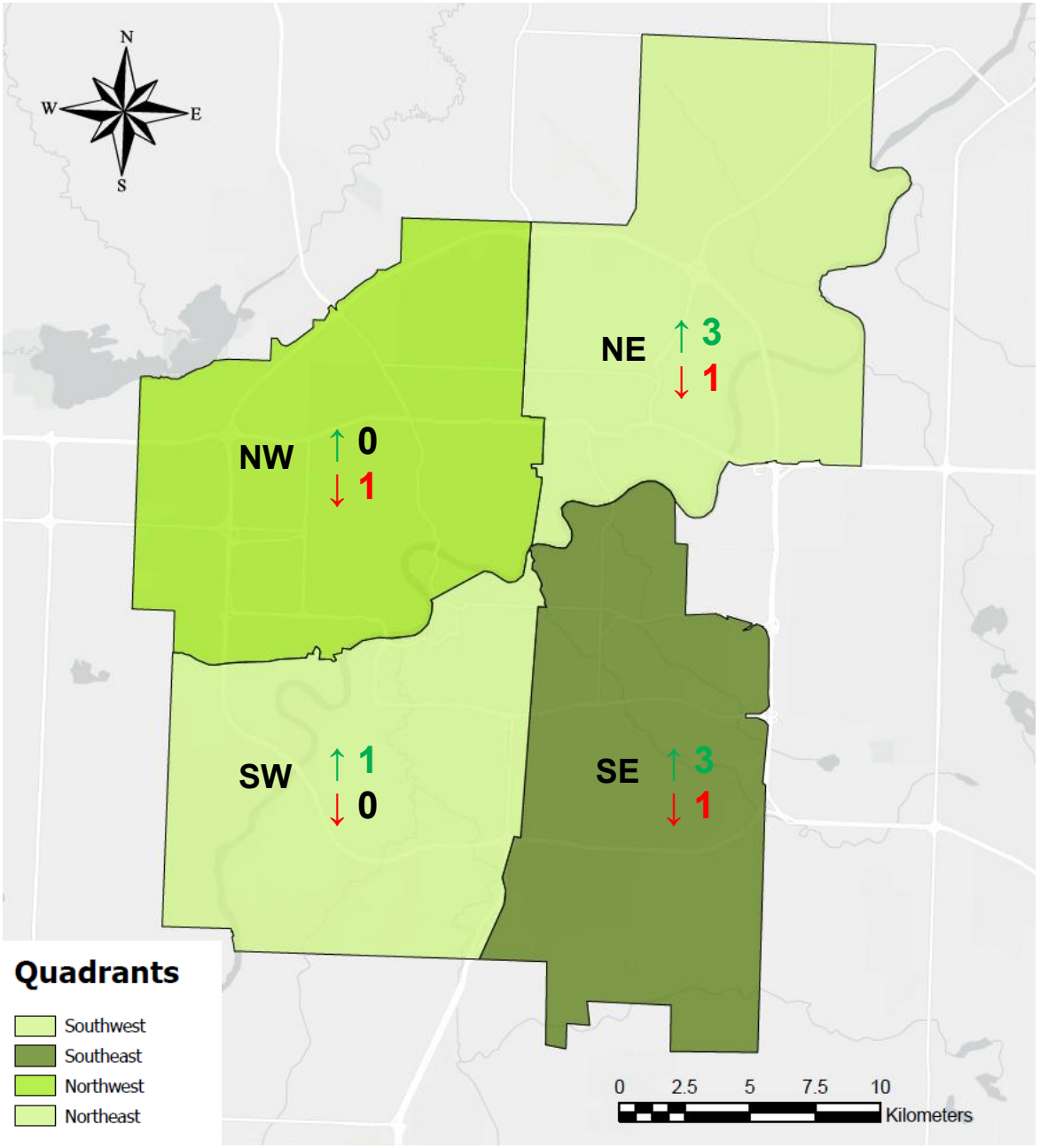
Quadrant Analysis

An analysis of Edmonton's survey findings was conducted by geographic quadrant: Southwest, Southeast, Northwest, and Northeast. The survey questions included in the quadrant analysis are Q.1, Q.4, Q.5, Q.7K, Q.8, Q.11, Q.24, Q.24A.

A red arrow indicates that a survey result from a specific Edmonton quadrant location is six or more percentage points *below* the overall score.

A green arrow indicates that a survey result from a specific Edmonton quadrant location is six or more percentage points *above* the overall score.

The Northeast and Southeast quadrants stand out with the highest number of green arrows, while the Northwest quadrant receives the fewest. The Northeast, Northwest, and Southeast quadrants each have one red arrow. Overall, the Northeast and Southeast quadrant are performing best across the eight given metrics, tied with the same number of green and red arrows.



Ten-Year Summary

Ten-Year Summary

Over ten years, Edmontonians' climate attitudes are stable, but behaviours and perceptions about social norms have strengthened.

Concern about climate change has stayed high and unchanged, suggesting awareness is already widespread. However, more people now feel a need to act and report actually taking action, showing a clear shift from concern to behaviour. Belief that climate change is caused by human activity and personal motivation have remained steady.

At the same time, people increasingly believe that others are also concerned and taking action, with notable gains across all measures. Despite this, individuals still underestimate how aligned others are compared to their own views. Overall, the results suggest that while concern has plateaued, action and societal climate perceptions around climate change are strengthening.

Climate Change Opinions 2017 vs. 2026

% agree (strongly/somewhat agree), on 5-pt. agreement scale

	Personal Feelings			Perceptions About Edmontonians		
	2017 (n=506)	2026 (n=1,001)	% Change	2017 (n=506)	2026 (n=1,001)	% Change
Concerned about climate change	73%	73%	**n/c**	39%	49%	**↑ 10 pts**
Need to act now to address climate change	72%	76%	**4 pts**	41%	46%	**↑ 5 pts**
Climate change is caused mostly by human activities	69%	70%	**1 pt**	48%	53%	**↑ 5 pts**
Want to do more personally to help address climate change	60%	61%	**1 pt**	35%	42%	**↑ 7 pts**
Taking action to address climate change	54%	62%	**↑ 8 pts**	25%	35%	**↑ 10 pts**

Q.1a, b, e, f, and g: The next few statements are about how you **personally** feel about climate change. To what extent do you agree or disagree with the following statements? | Q.2a, b, e, f, g: The next few statements are about how you think **Edmontonians** feel about climate change. To what extent do you agree or disagree with the following statements?

Classification Questions

Classification Questions

The accompanying table summarizes the weighted demographic profile of survey respondents.

	(n=1,001)
Gender	
Woman	50%
Man	49%
Non-binary	1%
Transgender	<1%
Another gender	<1%
Prefer not to answer	<1%
Age	
18-24	8%
25-34	24%
35-44	20%
45-54	16%
55-64	15%
65 or older	17%
Highest Level of Education Completed	
Some high school or less	2%
Completed high school	13%
Some community college/technical college/CEGEP	7%
Completed community college/technical college/CEGEP	19%
Some university	10%
Completed university	35%
Post-graduate degree	14%

	(n=1,001)
Household Income in 2025	
Up to $40,000	12%
$40,001 - $60,000	13%
$60,001 - $80,000	14%
$80,001 - $100,000	17%
$100,001 - $150,000	21%
More than $150,000	15%
Prefer not to answer	9%
Dwelling Type	
Fully detached house	53%
Condo/apartment	26%
Townhouse/row house	9%
Semi-detached house/duplex	9%
Other	2%
Primary Place of Residence in Edmonton	
Own	67%
Rent	31%
Lease	2%
[If currently rent or lease] ***Planning to Buy a Home in Next 12 Months***	*(n=293)*
Yes	12%
No	71%
Not sure	18%

	(n=1,001)
Quad	
Northwest	33%
Southeast	24%
Southwest	23%
Northeast	20%
Segment	
Climate Crusaders *Highly educated, affluent, and environmentally committed individuals who are the most concerned about climate change and the most active in addressing it.*	37%
Hard-Pressed Hesitants *Environmentally conscious but financially constrained individuals who want to take action on climate change but are unsure how or lack the resources to do so.*	33%
Climate Doubters *Characterized by low concern about climate change, resistance to climate action, and a strong focus on saving money.*	16%
Eco-Savvy Affluents *Financially secure, highly educated homeowners who are only moderately engaged with climate issues and are more motivated by cost savings than environmental concerns.*	13%