

# The Importance Of Climate In the Upcoming Federal Election: Six Key Ridings 13th August 2021



**MAINSTREET  
RESEARCH**





## **METHODOLOGY**

The analysis in these reports is based on results of surveys conducted between July 26th-August 5th, 2021, 18 years of age or older, living in the federal electoral districts of West Vancouver-Sunshine Coast-Sea to Sky Country, Burnaby North-Seymour, Kitchener Centre, Toronto Centre, Parkdale-High Park and Malpeque.

The sample sizes in each electoral district, along with their corresponding margin of error, are as follows;

West Vancouver-Sunshine Coast-Sea to Sky Country, n=624, +/- 3.9%

Burnaby North-Seymour, n=558, +/- 4.1%

Kitchener Centre, n=601, +/- 4%

Toronto Centre, n=574, +/- 4.1%

Parkdale-High Park, n=600, +/- 4%

Malpeque, n=280, +/- 5.9%

The survey was conducted using automated telephone interviews (Smart IVR) and online samples. In the case of telephone interviews, respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in the surveyed ridings.

The survey was conducted by Mainstreet Research and was sponsored by 350.org

## **ABOUT MAINSTREET**

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Mainstreet Research is a proud corporate member of MRIA, WAPOR and AAPOR and exceeds all Canadian and international standards for market research and public opinion research.

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# Voters Want Canada to Meet Climate Emergency, Willing to Shift Votes to Make it Happen

## Climate champions could unseat incumbents in key ridings

Vancouver, BC – A summer of extreme heat, fires and flooding, along with the release of another sobering IPCC climate report are setting up an election where climate change could play a critical role. National polling has already shown climate change is a top election issue across Canada, and new data from Mainstreet Research confirms that in key ridings voters are deeply concerned about climate change, and could be willing to shift their vote because of it.

“This summer really has demonstrated that climate change is an emergency that we have to deal with here and now,” Amara Possian, Canada Campaign Director with 350.org said. “Voters are deeply concerned not just that climate change is happening, but that politicians in Canada aren’t acting at the scale and urgency that we need to tackle this crisis.”

Polling six possible swing ridings across the country, Mainstreet Research found:

At least 3 in 4 voters in all polled ridings considered climate change to be either very important or somewhat important. Even among Conservative voters climate change was a major issue.

At least 1 in 3 voters would consider switching their vote to another candidate or party in order to elect a climate champion in their riding. Liberal identifying voters in particular expressed a willingness to change their vote to support climate champions.

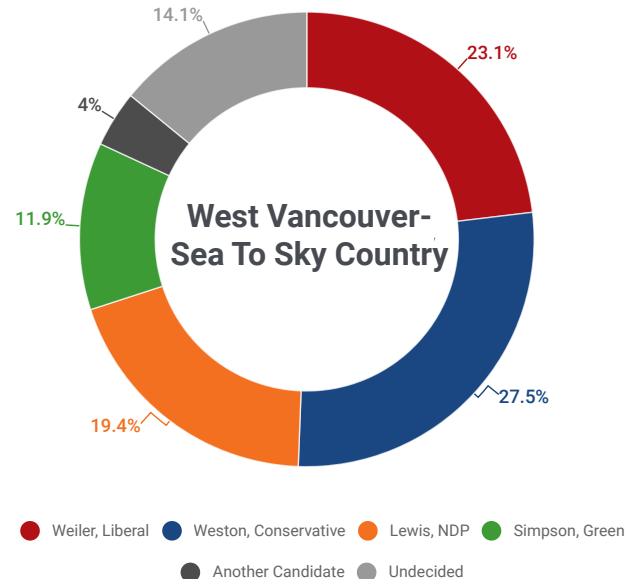
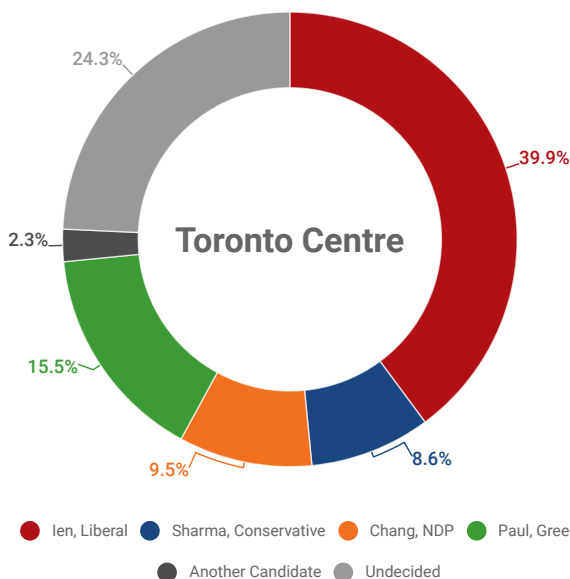
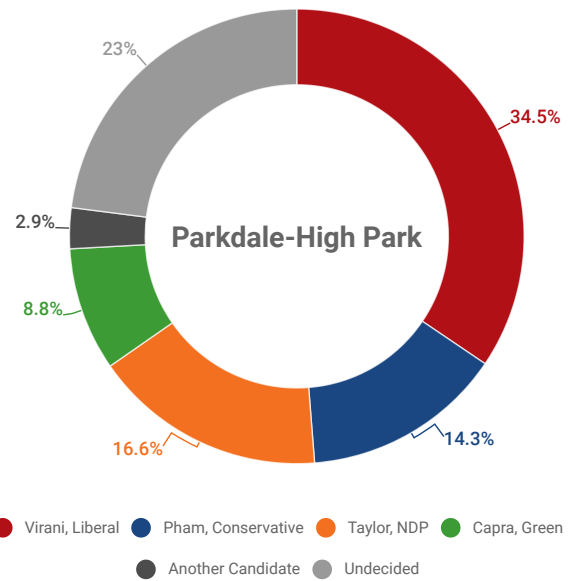
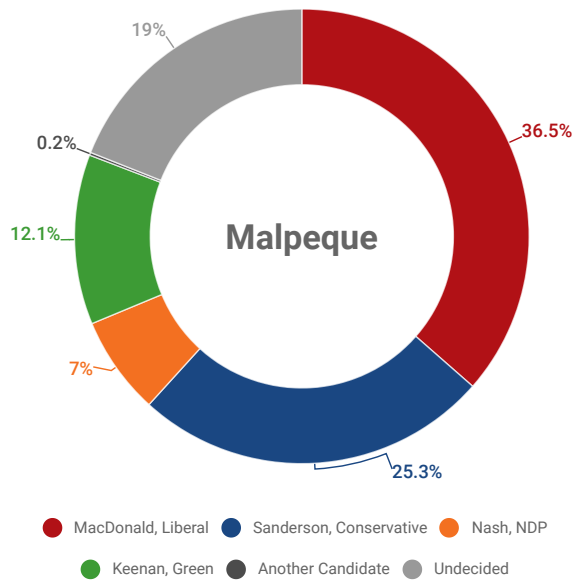
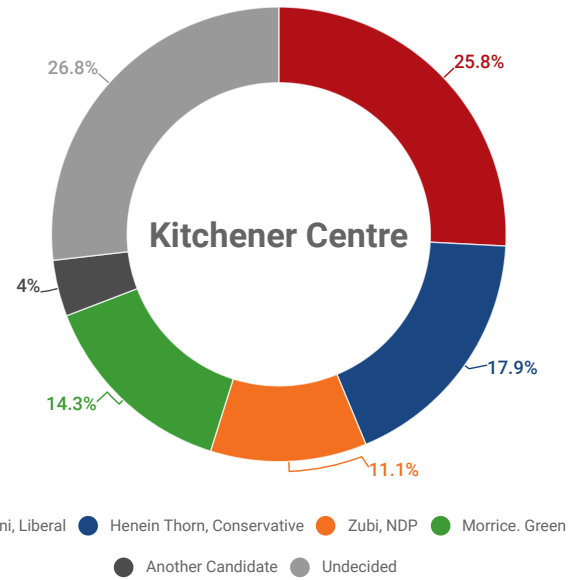
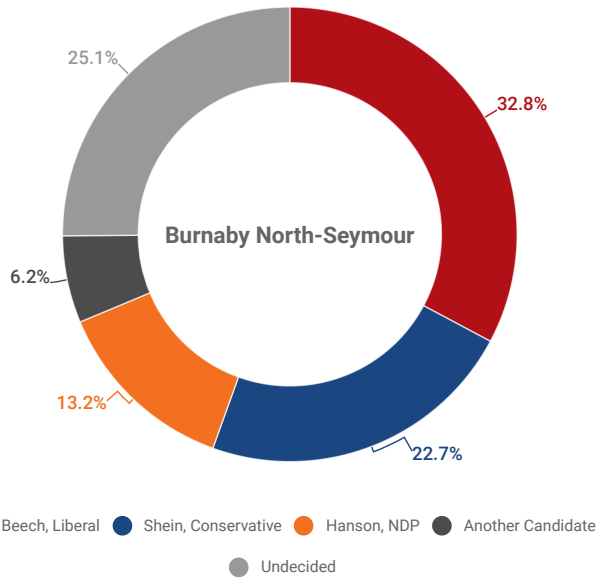
This swing potential was most apparent in West Vancouver - Sunshine Coast - Sea to Sky Country where 43% of all voters would switch and nearly 48% of Liberal voters would switch.

“These findings clearly show that climate change is a very important issue for voters no matter who they plan to vote for,” said Joseph Angolano, Vice President of Mainstreet Research. “Candidates in these key ridings must offer voters a clear vision to tackle climate change if they want to be competitive in the upcoming election”.

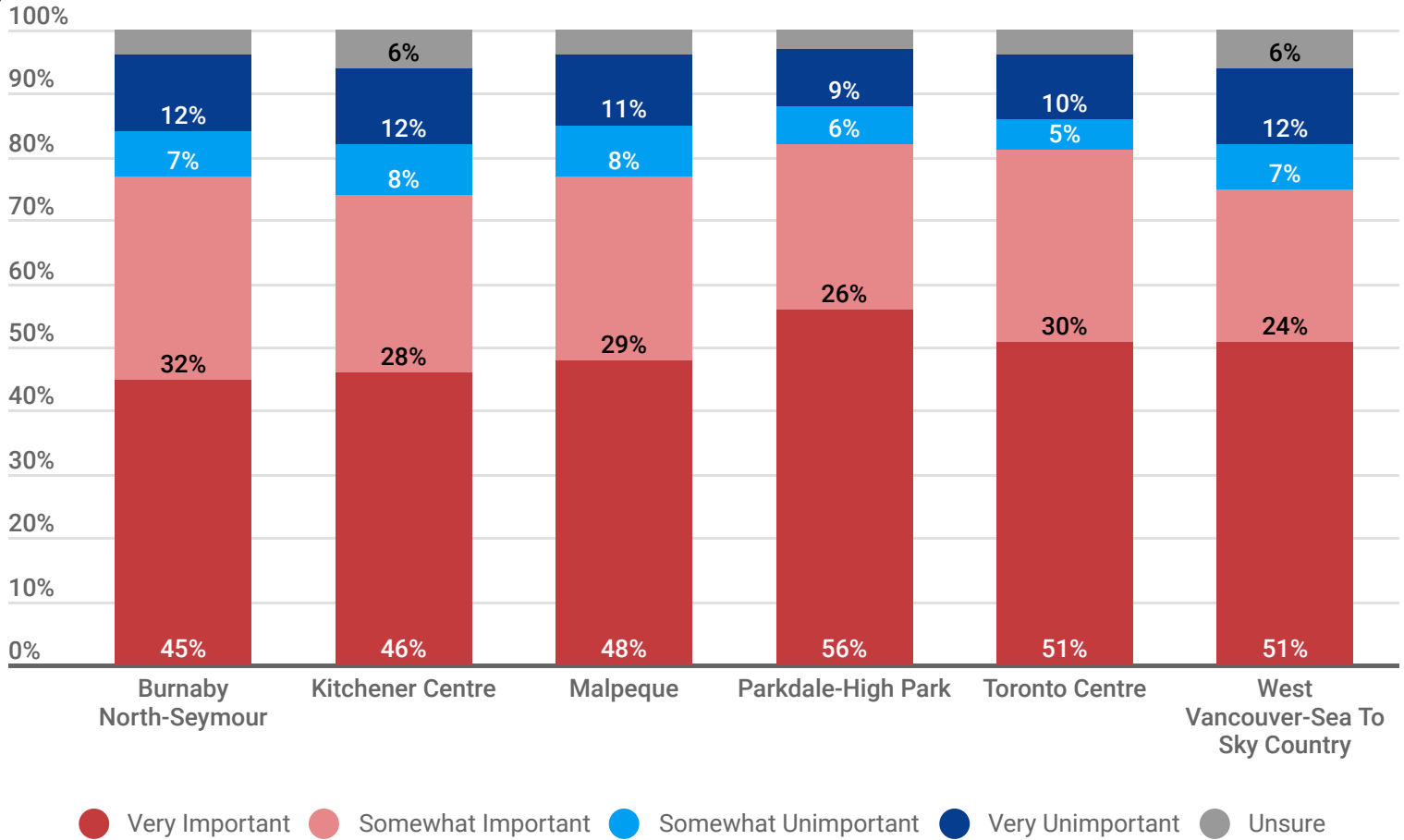
With wildfires and heat expected to continue into the fall, and through a potential election, voters will continue to feel the impacts of climate change while parties vie for their votes.

“With COVID-19, people saw what an emergency level government response can look like, and we just haven’t been doing that when it comes to climate change,” Possian explained. “If candidates deliver climate action at the scale we need, with a moratorium on fossil fuel expansion and a real just transition plan, climate voters could rally behind them in a big way.”

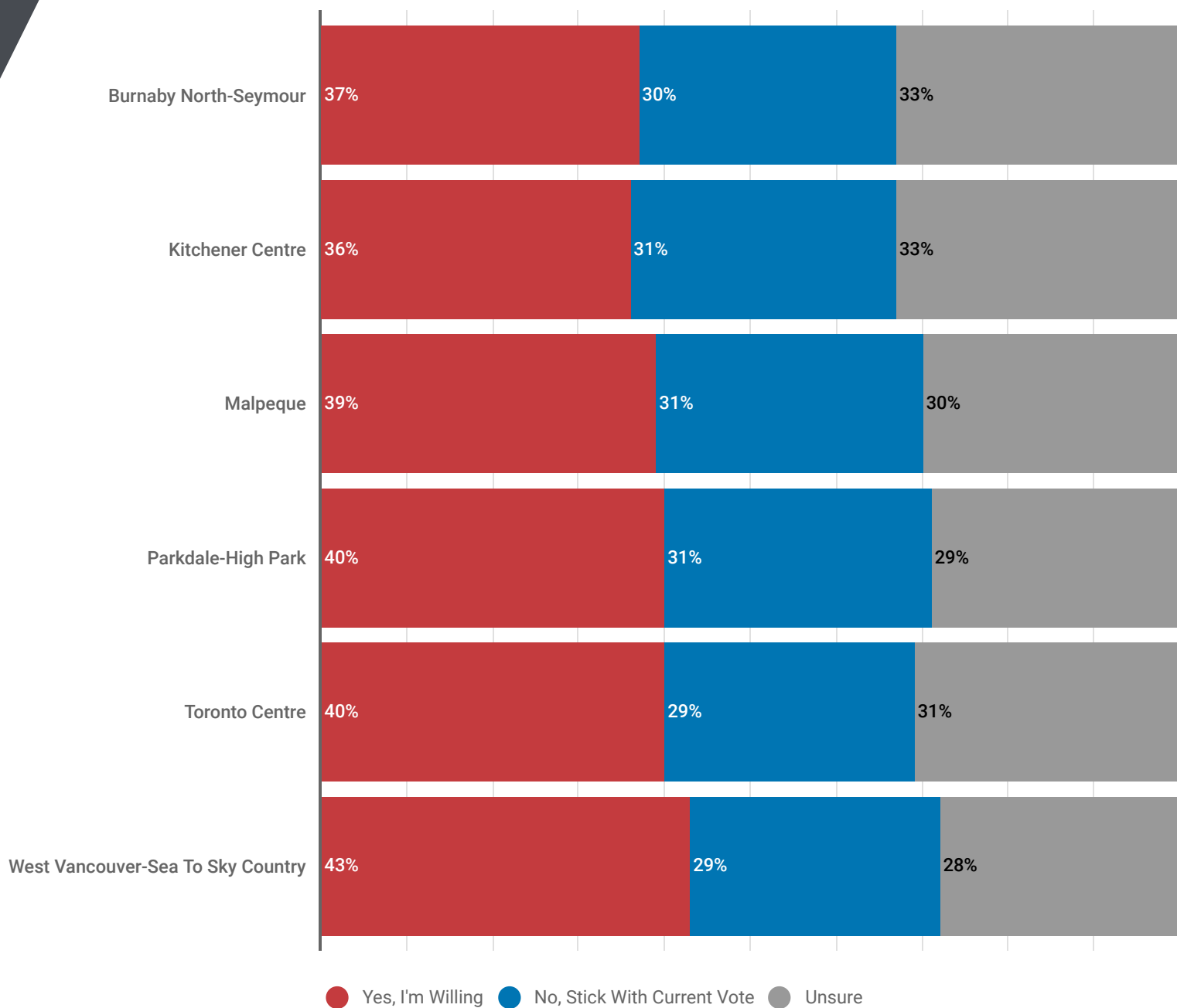
# If an election were held today, which candidate would you vote for?



# How Important Is The Issue Of Climate Change And The Environment To You When Considering Which Candidate To Vote For In The Upcoming Federal Election?



# Imagine If Local Polling Showed That Another Climate Champion Other Than Your First Choice Had The Best Chance Of Winning. Would You Be Willing To Change Your Vote In Order To Elect That Climate Champion, Or Would You Stick With Your Current Vote Regardless?





# Methodology

The analysis in this report is based on results of a survey conducted in the federal electoral districts of West Vancouver-Sunshine Coast-Sea to Sky Country, Burnaby North-Seymour, Kitchener Centre, Toronto Centre, Parkdale-High Park and Malpeque on July 26th-August 5th, 2021. The survey was conducted using automated telephone interviews (Smart IVR) and online samples.

In the case of telephone interviews, respondents were interviewed on landlines and cellular phones.

The surveys are intended to represent the voting population in these federal six electoral districts.

The survey was conducted by Mainstreet Research and was sponsored by 350.org

The sampling frame was derived from both a national telephone directory compiled by Mainstreet Research from various commercially available sources and random digit dialing. The survey that dialed from the directory was conducted as a stratified dial of the ten Canadian provinces. In the case of random digit dials, respondents were asked the additional question of what region of the country they resided in. Respondents were dialed at random.

At least two attempts were made to complete an interview at every sampled telephone number. The calls were staggered over different times of day and two days to maximize the chances of making contact with a potential respondent. Interviewing was also spread as evenly as possible across the field period.

The questionnaire used in this survey is available in this report and online at [www.mainstreetresearch.ca](http://www.mainstreetresearch.ca). If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question.

The sample was weighted by population parameters from the Canada 2016 Census for adults 18 years of age or older in Canada. The population parameters used for weighting are age and gender.

As this survey used non-probability sampling to collect this sample, a margin of error cannot be applied to this sample. However, the margins of error for a probability sample of these sizes are as follows; West Vancouver-Sunshine Coast-Sea to Sky Country, n=624, +/- 3.9%; Burnaby North-Seymour, n=558, +/- 4.1%; Kitchener Centre, n=601, +/- 4%; Toronto Centre, n=574, +/- 4.1%; Parkdale-High Park, n=600, +/- 4%; Malpeque, n=280, +/- 5.9%

Totals may not add up 100% due to rounding.

In addition to sampling error, one should bear in mind that the wording of questions and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. Moreover, all sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.