



NARRATIVE
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Climate Change and Energy Perceptions Report

June 2025

Prepared for:
The City of Edmonton



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



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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 sustainable and resilient city, by reducing the city's greenhouse gas emissions, conserving energy, promoting renewable energy generation, and taking measures to reduce climate risks by 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 in May 2025. The purpose of the current survey is to compare results to previous survey results in 2018-2024, 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' 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
Residents of the city of Edmonton, 18 years of age or older



1,002 completed surveys



Data Collection Dates
May 9-17, 2025



Average Completion Time
17.4 minutes



Sampling/Administration

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



Weighting

Given the non-probability nature of this research (discussed below), online panel surveys are somewhat representative of Edmonton's population. 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 the city's population along these pivotal dimensions.



Margin of Error

As this is a general population non-probability 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 ninth 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 have 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 *2025 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.

Occasionally, language used is purposefully chosen in order 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 that this tracking regimen has reached its ninth year, graphs have been converted to line graphs from bar graphs, in order to display all available tracking.

For *demographic/sub-group* comparisons and to focus the reporting on the most notable differences, only shifts or changes in the results of at least ten percentage points or more are mentioned (shown in red and green circles, as per the example displayed below).



Highest level of agreement across groups.



Lowest level of agreement across groups.



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Executive Summary



Executive Summary

Feelings Toward Climate Change

In general, results from the 2025 iteration of the *Edmonton Climate Change and Energy Perceptions Survey* are consistent with previous years. That said, certain items show improvement, while others have modestly declined. Three-quarters of Edmontonians are concerned about climate change (74%), with a similar proportion indicating that we need to act now (77%). Agreement is moderate that climate change is mostly caused by human activities (72%), although slightly lower when it comes to wanting to do more personally to help address climate change (64%). However, two-thirds of Edmonton residents state they are taking action to help address climate change (65%), but slightly fewer are taking action to adapt to a changing climate (61%). Edmontonians are divided on whether they would be willing to pay a tax levy to address climate change, with 33% agreeing they would accept such a tax. Two-thirds of residents feel their personal actions can help address climate change (66%), and an even greater proportion (81%) feel strongly that the impacts of climate change will be reduced if people work together on solutions. Approximately six in ten feel it is not too late to stop the impacts of climate change.

Residents were asked not only to share their personal views on the effects of climate change, but also to reflect on how they believe the broader population perceives climate change. Similar to previous years, Edmontonians feel they are personally more concerned about climate change than the Edmonton general public. Specifically, only one-half believe that the general public would agree they are concerned about climate change (48%), but when asked how they personally feel on this matter, three-quarters agree (74%). Unchanged from last year, four in ten Edmontonians (39%) think the City should increase its efforts to address climate change, with one-quarter supporting the City's current efforts and a similar proportion believing the efforts should be decreased.

In terms of personal actions and their impact on climate change, most residents agree that walking, cycling, or taking public transit instead of driving helps reduce climate impact (79%), that their transportation choices have an impact on climate change (69%), and that fossil fuel-based home heating, cooling, and electricity use contribute to climate change (66%). A similar proportion agree that their home energy use and what they do in the home has an impact on climate change (64%), while markedly fewer think that driving electric vehicles is better for the environment than gas or diesel vehicles (48%). Regarding alternative energy sources, seven in ten agree that having solar panels on the home is better for the environment as compared to other energy sources (71%), while half feel that using hydrogen as an energy source is better for the environment than other energy sources (48%). New this year, just under half of Edmontonians agree that using heat pumps to heat/cool the home is generally more energy efficient than using an air conditioner or furnace (45%). Overall, the extent of personal actions taken in the past year to reduce climate impact has reached its lowest level since first measured in 2021.

In terms of talking about climate change, a moderate majority feel comfortable discussing it with family, friends, and colleagues (71%). However, only four in ten report regularly doing so (40%).



Executive Summary

Feelings Toward Climate Change *(continued)*

Thinking about the economic and employment impacts of climate change, similar proportions agree that investing in energy efficiency provides job opportunities for Edmonton (68%), that transitioning to renewable sources of energy provides job opportunities for the city (66%), and efforts to prevent climate change present an economic opportunity for Edmonton (59%). Four in ten Edmontonians report they have taken actions to reduce their impact on climate change in the past year. Subsequently, when provided a list of actions to reduce their impact on climate change, 97% of residents state they have applied at least one (unchanged from 2024). Most often, Edmonton residents have reduced food waste (80%) and washed their clothes in cold water (73%).

Slightly up from last year's survey results, three in ten have heard the expression "Climate Resilience" (28%; up 5 points). Those who are aware were asked to explain what they think climate resilience means. Generally, Edmontonians feel climate resilience means to adapt to/mitigate environmental changes due to climate change, or to anticipate/plan/prepare for consequences of climate change.

Weather and Climate Change

Similar to previous findings, Edmontonians largely link climate change to more extreme weather and believe it is affecting the city's weather, as well as the health and well-being of individuals. Agreement that climate change is linked to more frequent and intense weather events has reached its highest level (75%; up 17 points since 2019). Moreover, 85% of residents agree that at least one of the presented weather events are risks arising from a changing climate, and virtually all (93%) have experienced at least one weather event in the city in the past two years. Specifically, eight in ten (78%) residents agree that increased wildfire smoke is a risk arising from climate change. When asked what kinds of actions homeowners have taken in their home or on their property, eight in ten have undertaken at least one action (81%), most commonly having trimmed weak and broken tree branches or landscaped with plants and trees that require less water.

Energy Efficiency

In line with results from 2024, fewer than half of Edmonton residents have taken some kind of action to increase their home's energy efficiency in the past year (45%). There has been an increase in the number of actions reported by homeowners year-over-year, particularly in terms of purchasing the most efficient washer and/or dryer (62%; up 8 points), weatherproofing the home (58%; up 6 points), installing energy efficient windows (56%; up 7 points) or a high-efficiency furnace (58%; up 7 points), and insulating the basement (54%; up 5 points). These actions are, not surprisingly, taken on more by homeowners than by non-homeowners.



Executive Summary

Energy Efficiency *(continued)*

Half of residents agree that the programs available to encourage household energy reduction use are helpful (51%), six in ten are proud to be energy efficient (60%), and more than eight in ten want to feel like they are in control of their spending (84%). Further, three in ten consider themselves environmental activists (31%), and six in ten agree they want to feel like they are contributing to something to society at large, so they reduce their home energy use (58%).

When thinking about energy costs, three in four Edmontonians agree the cost of their energy use motivates them to conserve (73%), while just half agree they worry about whether there is enough money to pay their bills (52%). Six in ten think they could probably reduce home energy use by making some home improvements (59%; up 5 points), while four in ten say they don't know enough about the ways they could reduce their energy use (39%). Saving money on energy bills is the top reason for reducing energy use (72%), followed by protecting the environment (65%), with improving home comfort mentioned less frequently. This year, the level of importance of having energy-efficient buildings where people work, study, play, and shop is somewhat higher (71%; up 7 points). Further, eight in ten residents continue to reiterate the importance for a home to be energy efficient (83%). New this year, Edmonton residents were asked about government funding. Six in ten residents agree that government-funded energy efficiency programs help middle- and upper-income households more than lower income households, while half say that without government funding support, they would not consider energy efficiency upgrades on their home (52%).

Programs

Marking its highest level of awareness to date, more than half of Edmontonians are aware of the EnerGuide Program (55%). Awareness is more so elevated among those 35+ years old, men, higher income households, and homeowners. Three-quarters of residents agree that EnerGuide evaluations are valuable when renovating the home, and that evaluation results would be beneficial when buying or renting a home. Once again, opinions are greater among homeowners. When asked if they have heard of the Clean Energy Improvement Program, one in five Edmontonians say they have (18%).

Electric Vehicles

Nearly unchanged from last year, three-quarters of Edmontonians are at least somewhat familiar (75%) with electric vehicles (EVs). When asked about previous personal experience with EVs, one-third continue to have no experience (35%). There has been a modest increase in the proportion of residents who report they have driven or been a passenger in an EV (24%). One in six Edmontonians indicate they are likely to purchase an EV as their next vehicle (17%), and this is greatest among those 18-34 years old. In terms of barriers in purchasing an EV, the top factors are price and winter performance of the vehicle. Conversely, the top motivating factors to purchase an EV include if the EV cost were lower than a non-electric one, the economics of the purchase, and incentives to purchase the EV. Finally, seven in ten Edmonton residents are aware of the available public charging stations in the city (72%).



Executive Summary

Transportation Choices

When asked to cite the modes of transportation used in the last 30 days, a majority of Edmontonians report that they have driven a motor vehicle (71%). Just under half say they have been a pedestrian (47%) or a passenger in private transportation (45%), and one-third say they have used public transit (32%). All other modes were used by one-third or fewer residents. Since 2024, there has been a small decrease in the percentage of residents who say they were a non-motorized cyclist (12%).

Campaigns and Information Sources

Recall of any climate change programs or advertisements from the City of Edmonton has fallen to its lowest level since tracking began (16%). Further, approximately one in ten Edmontonians have heard of the Neighbouring for Climate Initiative (8%), primarily through social media and word of mouth. Down from last year, just one-third of those aware of the initiative have participated in it (34%; down 12 points). Thinking about information sources on a regular basis, Edmonton residents principally use social media (net), television, Google/Yahoo, and word of mouth. Preferred media sources vary greatly depending on age group.

Synopsis

Edmontonians' opinions on climate change remain largely unchanged since 2024, however, results suggest selected promising shifts. Modest *upward trends* are evident in areas such as perceptions that transportation choices impact climate change, the benefits of solar panels, the belief that climate change negatively impacts health and well-being of individuals, and the view that residents could use less energy in their home by making improvements. In contrast, modest *downward trends* are evident in comfort talking about climate change and taking action in the last year to reduce personal impact on climate change (now at its lowest since first examined in 2021). Perceptions about extreme weather continue to evolve. More residents than ever link climate change to increased frequency and intensity of weather events. The vast majority have experienced at least one extreme weather event in recent years. The majority of residents continue to express concern about climate change and believe immediate action is necessary. Encouragingly, there is broad consensus that collective effort can reduce impacts, and most Edmontonians agree individual actions make a difference. Behaviourally, most residents are engaging in at least one energy efficiency action on their home or property. However, only a minority report adopting advanced solutions such as heat pumps or tankless water heaters, and overall the extent of actions taken in the last year to reduce personal impact on climate change is at its lowest since first examined in 2021. Cost concerns continue to be a barrier, with many stating they would not consider upgrades without government support. Awareness of City programs is mixed. EnerGuide has reached its highest level of recognition to date, while awareness of the Clean Energy Improvement Program remains low, and recall of City-led climate messaging is at its lowest point since tracking began. Familiarity with EVs remains moderate, but overall experience and intent to purchase are limited. Cost and winter performance remain key concerns, while affordability and incentives are primary motivators. Overall, the results indicate steady concern about climate change, some increasing awareness, and moderate involvement in shaping outcomes – although cost and to a lesser extent, a lack of information, continue to hold some residents back.



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Detailed Findings



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Feelings Towards Climate Change



Concern About Climate Change

Edmontonians' level of concern about climate change is consistent with previous findings.

Three-quarters of Edmontonians agree they are concerned about climate change, marking another year of stability. Younger (18-34) are more likely to be concerned than older Edmontonians. Agreement is lower among those with a high school education or less, as compared to those with higher levels of education.

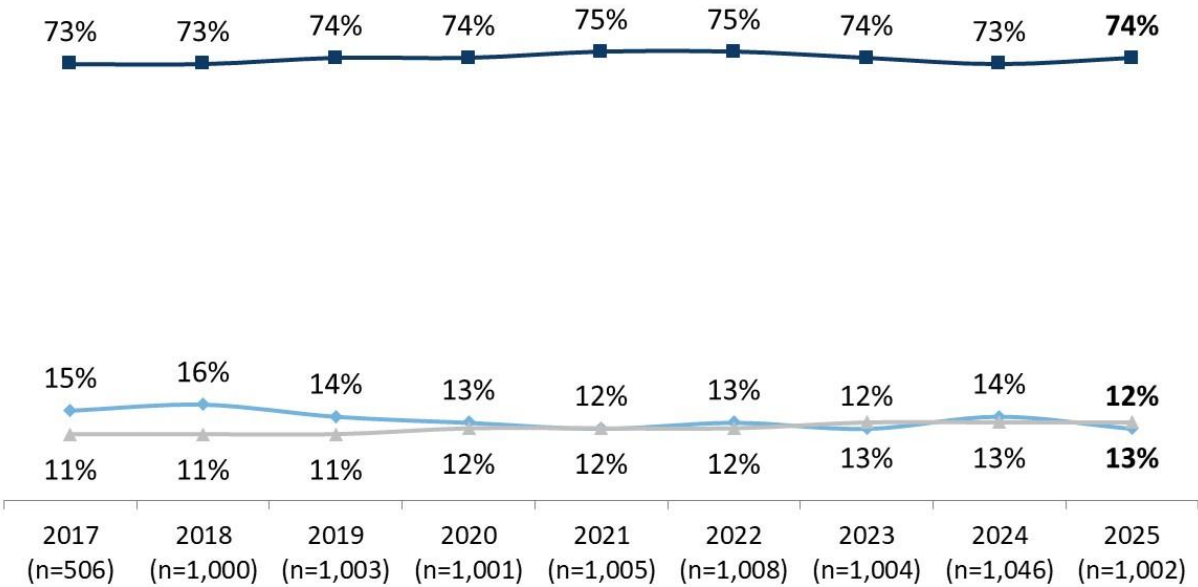
	Age		
	18-34	35-54	55+
Agree	85%	70%	67%

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	67%	77%	75%

I Am Concerned about Climate Change

On a 5-pt. agreement scale

Agree (strongly/somewhat) Neither agree nor disagree Disagree (somewhat/strongly)



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.



Need for Action

Agreement that immediate action must be taken to address climate change is marginally higher than one year ago, tying its highest recorded level.

Younger Edmontonians are more likely to agree that we need to act now to address climate change, as compared to their eldest counterparts. Those with more education also tend to more so agree as compared to those with a high school diploma or less.

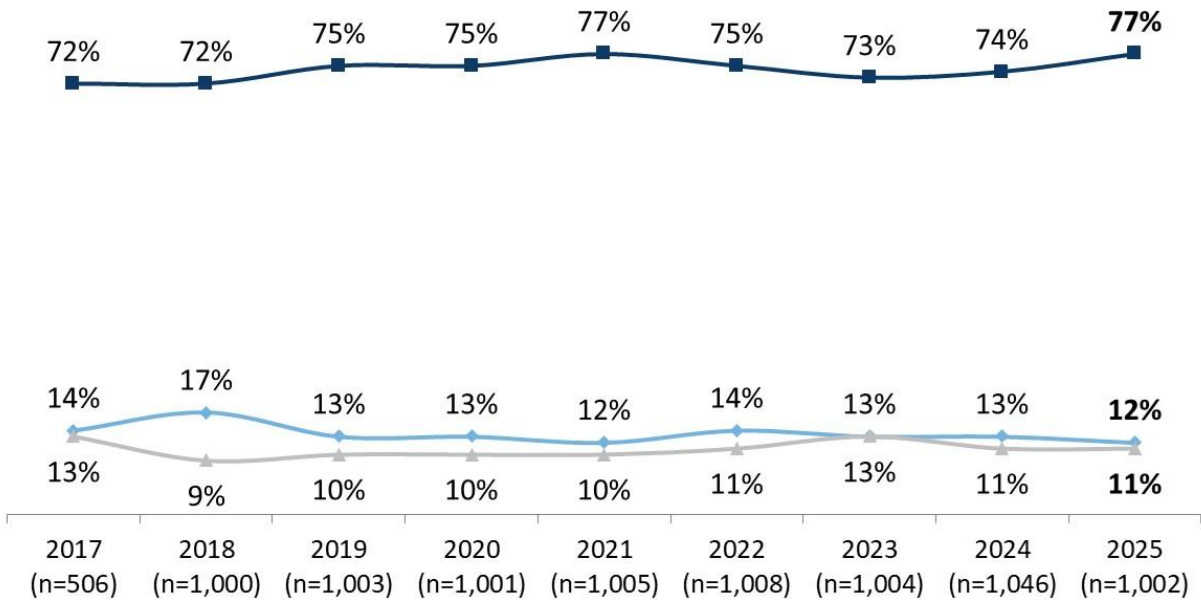
	Age		
	18-34	35-54	55+
Agree	88%	74%	69%

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	69%	78%	79%

I Think We Need to Act Now to Address Climate Change

On a 5-pt. agreement scale

Agree (strongly/somewhat) Neither agree nor disagree Disagree (somewhat/strongly)



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.



Human Action and Climate Change

A consistent majority of Edmontonians agree that climate change is caused mostly by human activities.

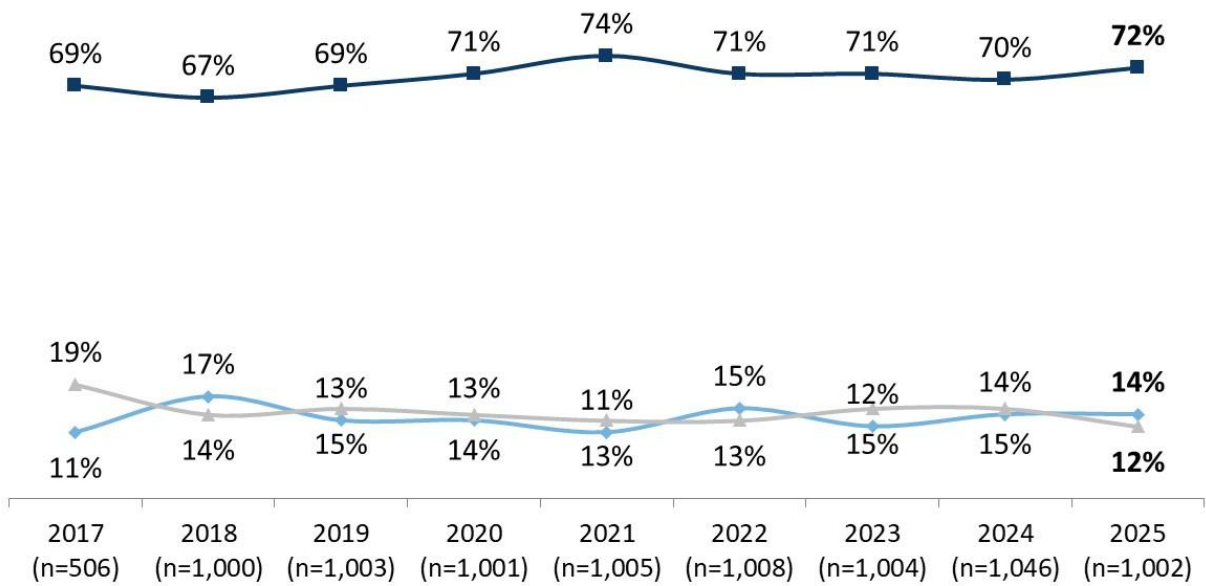
Agreement is stable year-over-year overall. Younger Edmontonians are more likely to believe that human activities are mostly causing climate change impacts compared to those who are older.

	Age		
	18-34	35-54	55+
Agree	86%	70%	60%

Climate Change Is Caused Mostly By Human Activities

On a 5-pt. agreement scale

■ Agree (strongly/somewhat) ■ Neither agree nor disagree ■ Disagree (somewhat/strongly)



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.



Desire to Do More to Prevent Climate Change

Consistent with recent years, approximately two-thirds of Edmontonians want to personally contribute to addressing climate change.

Agreement is higher among younger Edmonton residents and women, as compared to their respective counterparts.

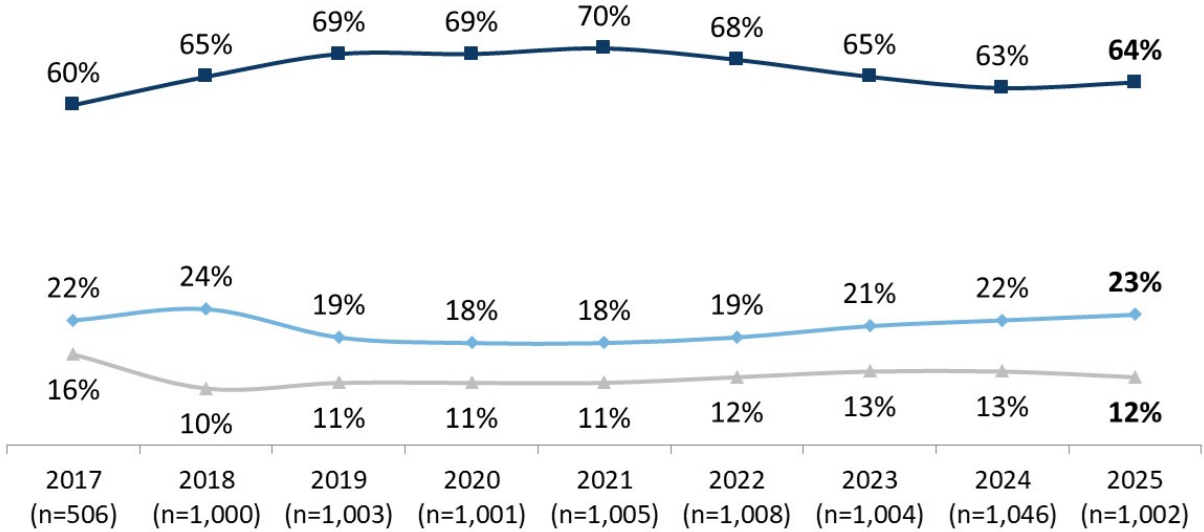
	Age		
	18-34	35-54	55+
Agree	73%	62%	57%

	Gender	
	Women	Men
Agree	69%	59%

I Want to Do More Personally to Help Address Climate Change

On a 5-pt. agreement scale

■ Agree (strongly/somewhat) ■ Neither agree nor disagree ■ Disagree (somewhat/strongly)



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. *Slight change in wording in 2021, changed from “prevent” to “address”.*



Taking Action to Address Climate Change

Two in three Edmontonians are currently taking action to address climate change.

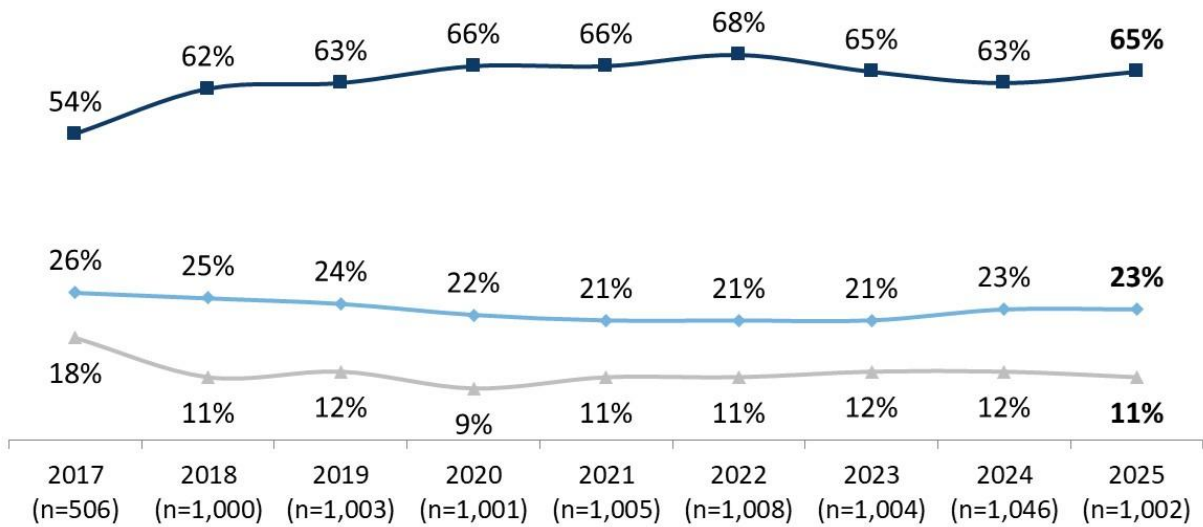
People with higher levels of education are more likely to be taking action to address climate change, as compared to those with less formal education.

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	49%	68%	68%

I Am Taking Action to Help Address Climate Change

On a 5-pt. agreement scale

■ Agree (strongly/somewhat) ◆ Neither agree nor disagree ▲ Disagree (somewhat/strongly)



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. *Slight change in wording in 2021, changed from “prevent” to “address”.*



Taking Action to Adapt to Climate Change

Three in five Edmontonians state they are taking action to adapt to a changing climate.

Findings continue to indicate that younger Edmontonians and those with higher levels of education are doing more to adapt to the changing climate.

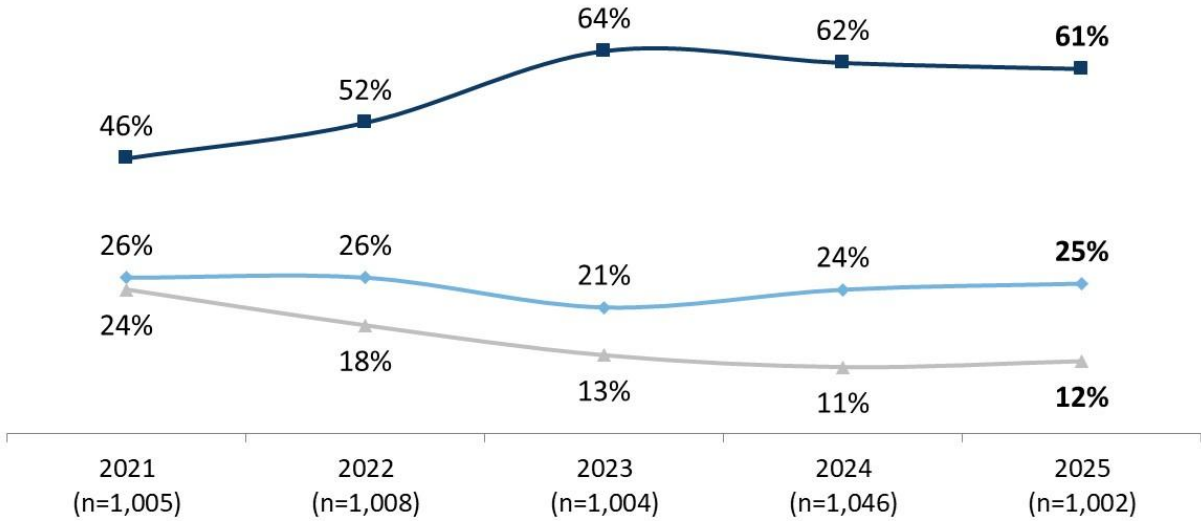
	Age		
	18-34	35-54	55+
Agree	67%	61%	55%

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	53%	59%	64%

I Am Taking Action to Adapt to a Changing Climate

On a 5-pt. agreement scale

Agree (strongly/somewhat) Neither agree nor disagree Disagree (somewhat/strongly)



Q.7k: To what extent do you agree or disagree with the following statement: I am taking action to adapt to a changing climate. *New question in 2021. Slight question wording change in 2023.*



Tax Levy

Consistent with previous findings, most Edmontonians do not actively support paying a tax levy to address climate change.

A minority of Edmonton residents would be willing to pay a tax levy to help address climate change. Younger Edmontonians are more likely than older residents to support such a tax, with an increasing number of young residents willing to pay such a tax (18-34: 40% in 2024). Those with lower education levels are less disposed to pay, as compared to their counterparts.

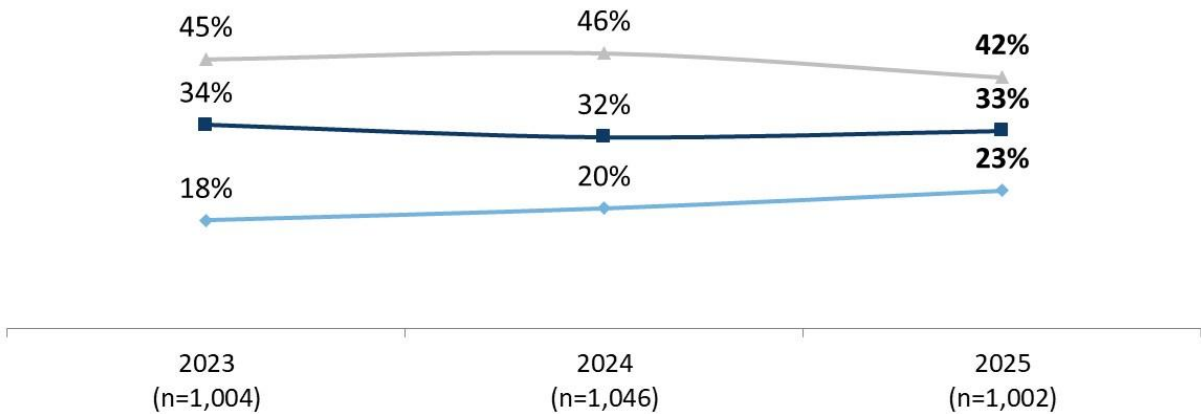
	Age		
	18-34	35-54	55+
Agree	45%	29%	26%

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	22%	35%	35%

I Am Willing to Pay a Tax Levy to Address Climate Change

On a 5-pt. agreement scale

Agree (strongly/somewhat) Neither agree nor disagree Disagree (somewhat/strongly)



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. *New question in 2023.*



Personal Actions

Consistent with last year, two-thirds of Edmontonians feel their personal actions can help address climate change.

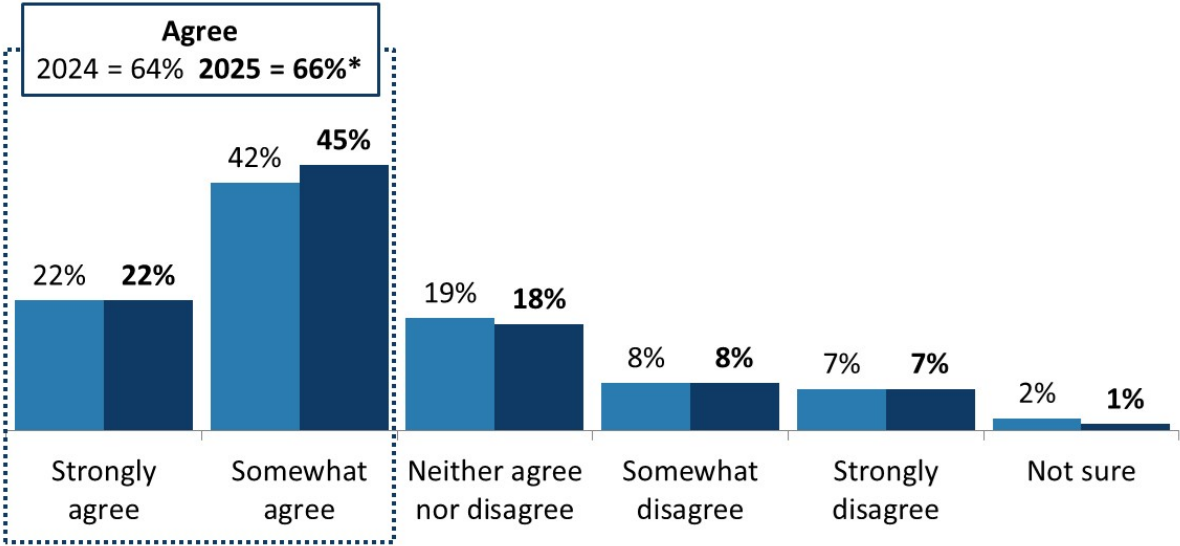
Younger residents and those with higher levels of education tend to agree that their personal actions can help address climate change.

	Age		
	18-34	35-54	55+
Agree	74%	62%	64%

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Agree	63%	60%	69%

My Personal Actions Can Help Address Climate Change

2024 (n=1,046) 2025 (n=1,002)



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. *New question in 2024. *Due to rounding.*



Reducing Climate Change Impacts

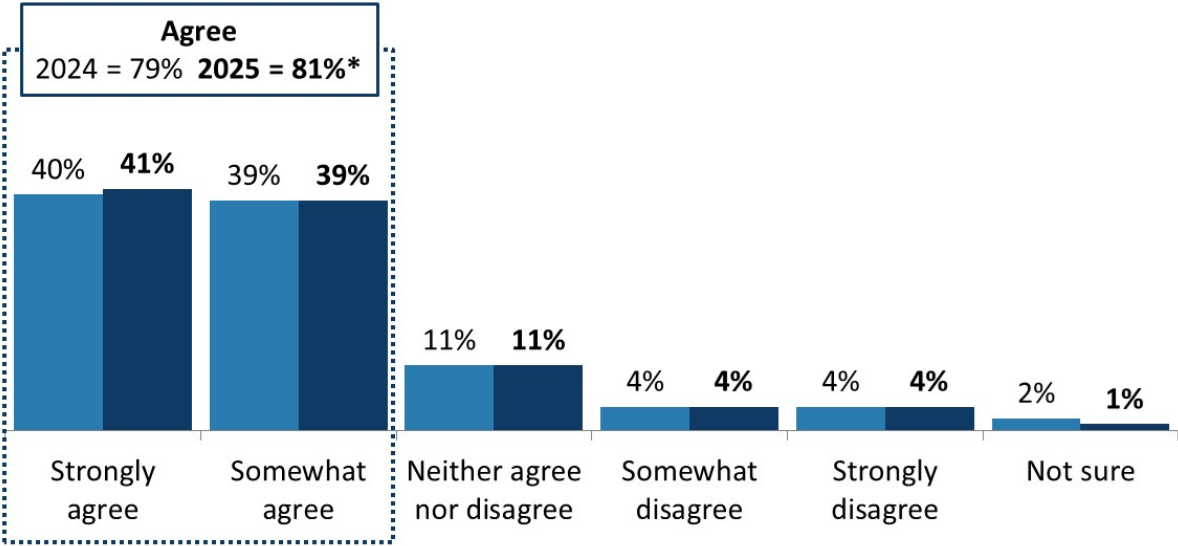
Agreement that the impacts of climate change will be reduced if people work together on solutions is consistent with last year.

Agreement is much higher among younger Edmontonians. No other notable classification group differences are evident.

	Age		
	18-34	35-54	55+
Agree	91%	77%	74%

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

2024 (n=1,046) 2025 (n=1,002)



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.
*New question in 2024. *Due to rounding.*



Point in Taking Action

Unchanged from last year, two-thirds of Edmonton residents do not think it is too late to stop the impacts of climate change.

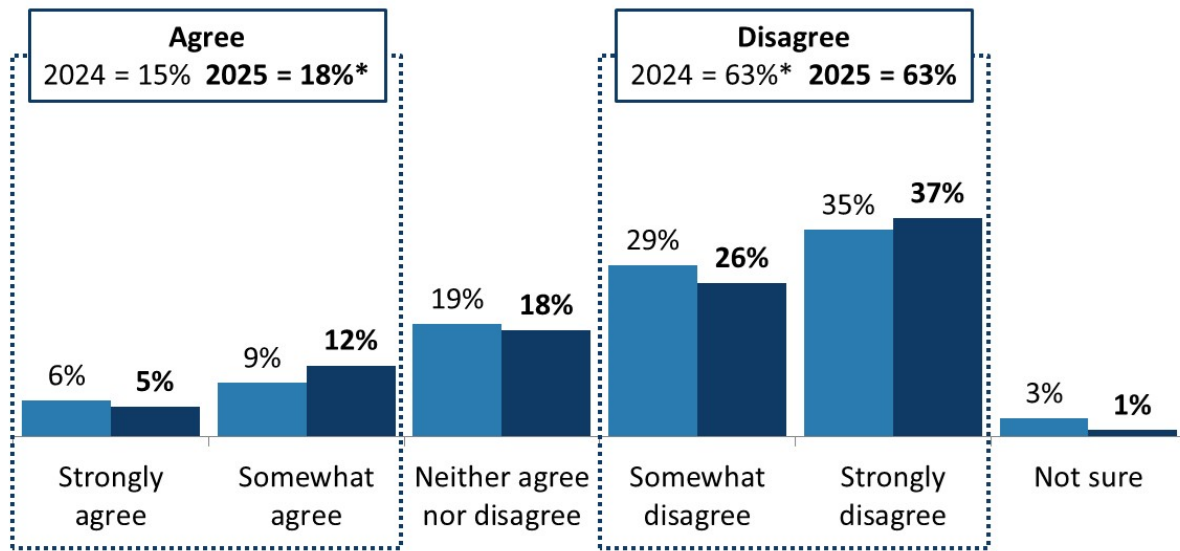
Opinions differ somewhat by quadrant, with disagreement higher in the Northwest and lowest in the Southeast. Opposite to other findings, younger Edmontonians seem less optimistic about taking action against climate change. Other research has detected a growing trend among younger generations whereby younger people are both most aware and inclined to act on environmental matters, but also are fatalistic concerning future prospects. [Young People Are Disengaging from Sustainability](#)

	Quadrant			
	Northwest	Northeast	Southwest	Southeast
Disagree	68%	65%	60%	56%

	Age		
	18-34	35-54	55+
Agree	24%	16%	13%

It Is Too Late to Stop the Impacts of Climate Change So There Is No Point in Taking Action

2024 (n=1,046) 2025 (n=1,002)



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. *New question in 2024. *Due to rounding.*



Perceived Opinions of Edmontonians on Climate Change

Once again, Edmontonians tend to feel they are more concerned about climate change than the Edmonton general public.

On certain measures, there has been a marginal increase in the gap between *personal concern* and *perceptions of public concern*. Younger Edmonton residents provide higher levels of agreement across statements, except in terms of Edmontonians wanting to do more personally to help address climate change. Older Edmontonians offer much lower agreement across the various items.

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)	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)
Climate change is caused mostly by human activities	48%	54%	52%	55%	59%	58%	56%	52%	54%	20%	14%	17%	16%	15%	13%	15%	18%	18%
Concerned about climate change	39%	47%	47%	47%	52%	56%	55%	50%	48%	34%	25%	27%	27%	23%	19%	19%	23%	26%
Need to act now to address climate change	41%	48%	50%	49%	52%	56%	53%	47%	46%	31%	25%	25%	26%	25%	19%	20%	27%	31%
Want to do more personally to help address climate change~	35%	44%	44%	43%	46%	51%	46%	42%	43%	25%	21%	25%	26%	24%	17%	19%	21%	21%
Taking action to address climate change~	25%	34%	32%	32%	36%	44%	39%	35%	36%	30%	28%	31%	34%	30%	24%	26%	28%	29%

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. ~Slight change in wording in 2021, changed from "prevent" to "address".*



City of Edmonton's Actions to Address Climate Change

The perception that the City of Edmonton should do more to address climate change is unchanged from last year. It remains tied for the lowest level since tracking began.

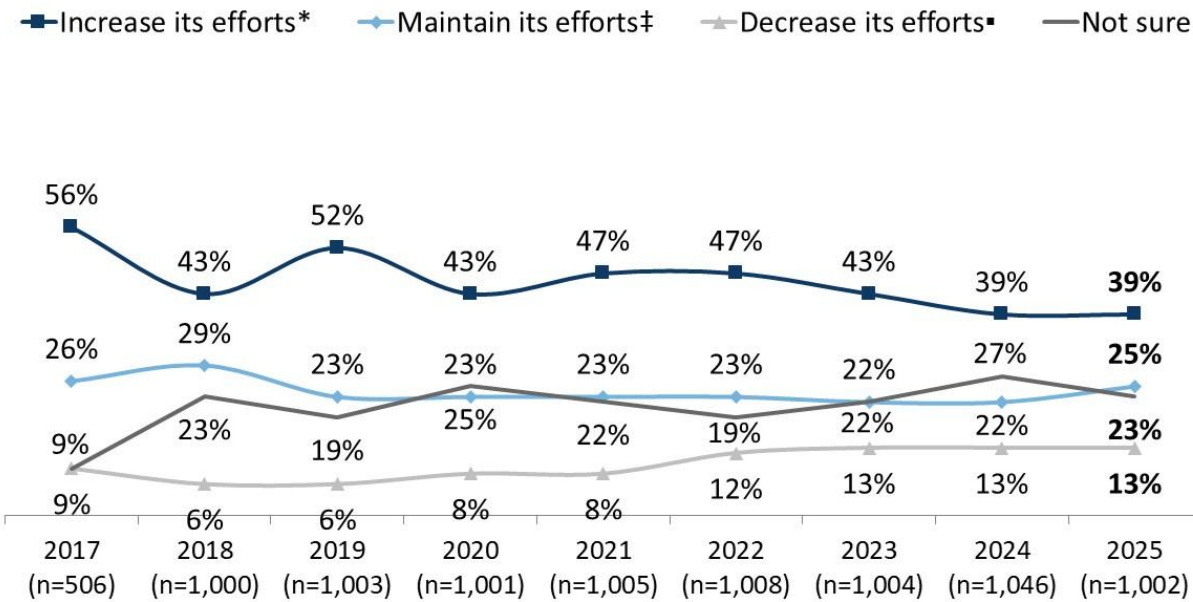
Residents in the Northeast quadrant and the youngest cohort of Edmontonians are more likely than their counterparts to say the City should increase its efforts to address climate change.

Year-over-year, an increased percentage of those in the Northeast quadrant want the City of Edmonton to increase its efforts (39% in 2024).

	Age		
	18-34	35-54	55+
Increase its efforts	52%	38%	27%
Not sure	16%	21%	31%

	Quadrant			
	Northwest	Northeast	Southwest	Southeast
Increase its efforts	39%	46%	36%	36%

Perception of the City of Edmonton's Efforts to Address Climate Change



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? *Change in question wording in 2020, previously: "Do you think the City of Edmonton [should be doing more than it currently is/is currently doing the right amount/should be doing less than it currently is/not sure] to address climate change?"* *Change in response options in 2020, previously: *"Should be doing more", ‡"Currently doing the right amount", and *"Should be doing less".*



Impact on Climate Change

Slightly up from last year, Edmontonians agree their choices make a difference.

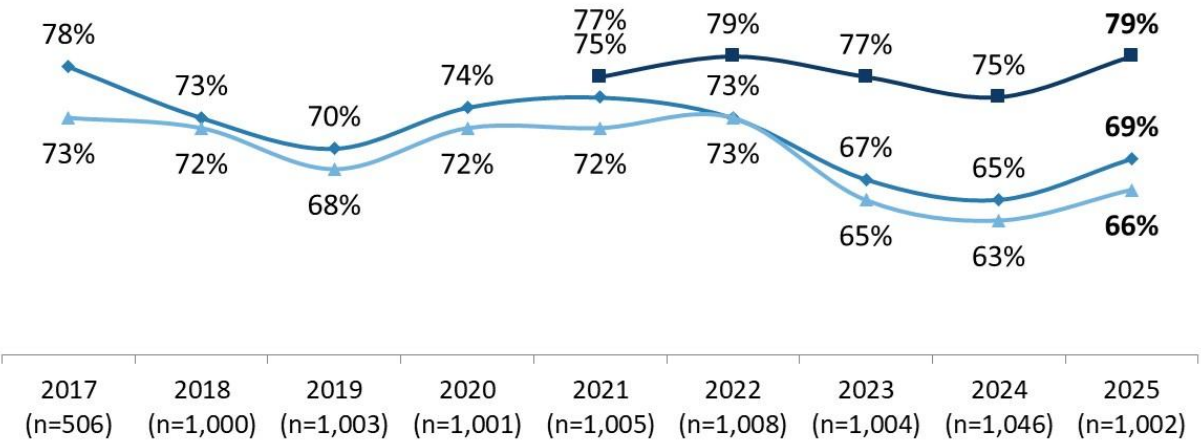
Agreement across statements decreases with age.

	Age		
	18-34	35-54	55+
Walking, cycling or taking public transit	91%	75%	71%
My transportation choices have an impact	81%	66%	62%
Fossil fuel based home heating contributes to climate change	75%	64%	58%

Impact of Actions on Climate Change

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

- Walking, cycling or taking public transit instead of driving a car reduces the impact on climate change^Δ
- My transportation choices have an impact on climate change[‡]
- Fossil fuel based home heating/cooling and electricity use contribute to climate change[•]



Q.4f, g, i: To what extent do you agree or disagree with the following statements about climate change? ^ΔNew statement in 2021. [•]Change in wording in 2023, previously: “Home heating/cooling and electricity use contribute to climate change” and in 2019, previously: “Home heating/cooling and electricity use contribute to greenhouse gas emissions”. [‡]Change in wording in 2019, previously: “My transportation choices impact greenhouse gas emissions”.



Impact on Climate Change

Unchanged from one year ago, there is considerable agreement that home energy usage and driving an EV have an impact on climate change.

Younger Edmontonians are more likely to agree that driving electric vehicles is better for the environment than driving gas or diesel vehicles. Homeowners and renters among the younger cohort (18-34 years old) tend to agree more than their older counterparts. Understanding that their home’s energy use has an impact on climate change is higher among the younger age group.

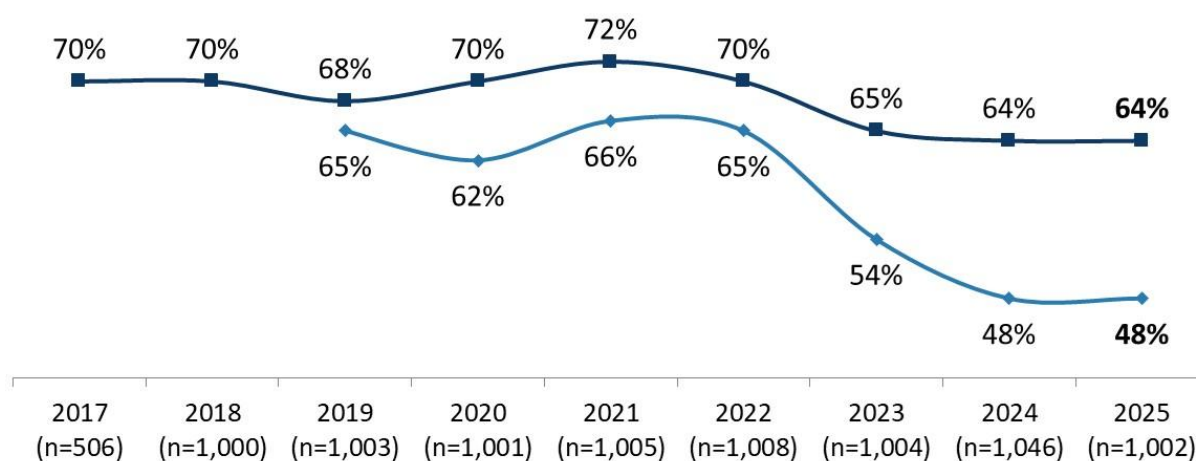
	Age		
	18-34	35-54	55+
Driving EVs is better for the environment	65%	43%	36%
Home’s energy use has an impact	72%	60%	60%

Driving EVs is better for the environment	Age		
	18-34	35-54	55+
Homeowners	70%	41%	35%
Renters	61%	46%	41%

Impact of Actions on Climate Change

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

- My home’s energy use and what I do in my home has an impact on climate change~
- ◆ Driving electric vehicles is better for the environment as compared to driving gas or diesel vehicles°‡



Q.4h and p: To what extent do you agree or disagree with the following statements about climate change? ° New statement in 2019. ~Change in wording in 2019, previously: “My home and what I do in it has an impact on climate change”. ‡Change in wording in 2023, previously: “Driving electric vehicles instead of gas/diesel vehicles reduces the impact on climate change” and in 2021, previously: “Driving electric vehicles instead of combustion vehicles reduces the impact on climate change.”



Alternative Energy Sources

Seven in ten Edmontonians consider solar panels a best-practice energy source, reflecting a slight increase from 2024.

The perception that having solar panels on a home is better for the environment is greater among younger Edmonton residents and non-homeowners, as compared to their counterparts.

	Age			Homeowner	
	18-34	35-54	55+	Yes	No
Having solar panels on home is better	78%	70%	64%	68%	76%

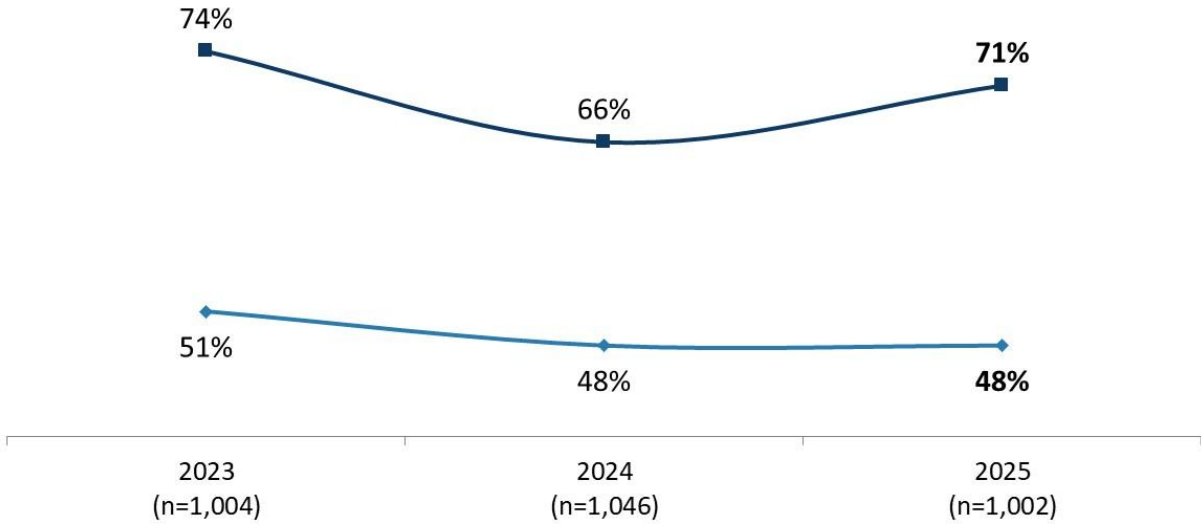
Opinions on using hydrogen as an energy source differs by quadrant and gender.

	Quadrant				Gender	
	North west	North east	South west	South east	Woman	Man
Hydrogen as an energy source	42%	54%	47%	51%	40%	55%

Better Energy Sources for the Environment

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

- Having solar panels on your home is better for the environment than using other energy sources
- Using hydrogen as an energy source is better for the environment than using other energy sources



Q.4o and r: To what extent do you agree or disagree with the following statements about climate change? [New questions in 2023.](#)



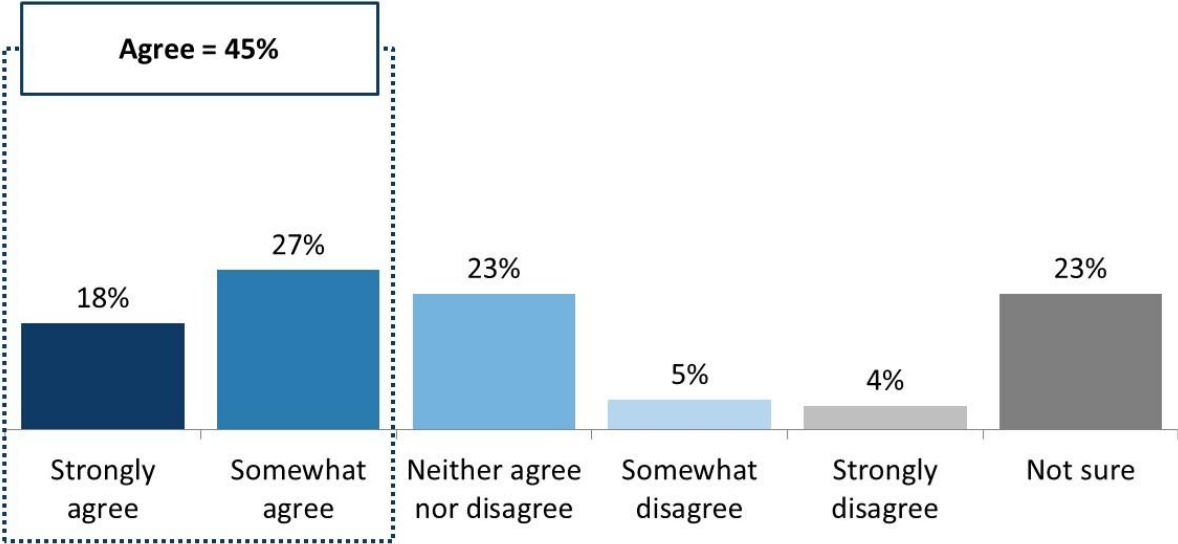
Heat Pump Energy Efficiency

Just under one-half of Edmonton residents feel heat pumps are generally a more energy efficient choice for the home.

New this year, there is moderate agreement that using a heat pump to heat and cool the home is generally more energy efficient than using an air conditioner and gas furnace.

	Age		
	18-34	35-54	55+
Agree	54%	43%	38%

Using a Heat Pump to Heat and Cool Your Home Is Generally More Energy Efficient than Using an Air Conditioner and Gas Furnace



Q.4s: To what extent do you agree or disagree with the following statement about climate change: Using a heat pump to heat and cool your home is generally more energy efficient than using an air conditioner and gas furnace? (n=1,002) *New question in 2025.*



Talking About Climate Change

This year, fewer Edmontonians feel comfortable discussing climate change with those in their life.

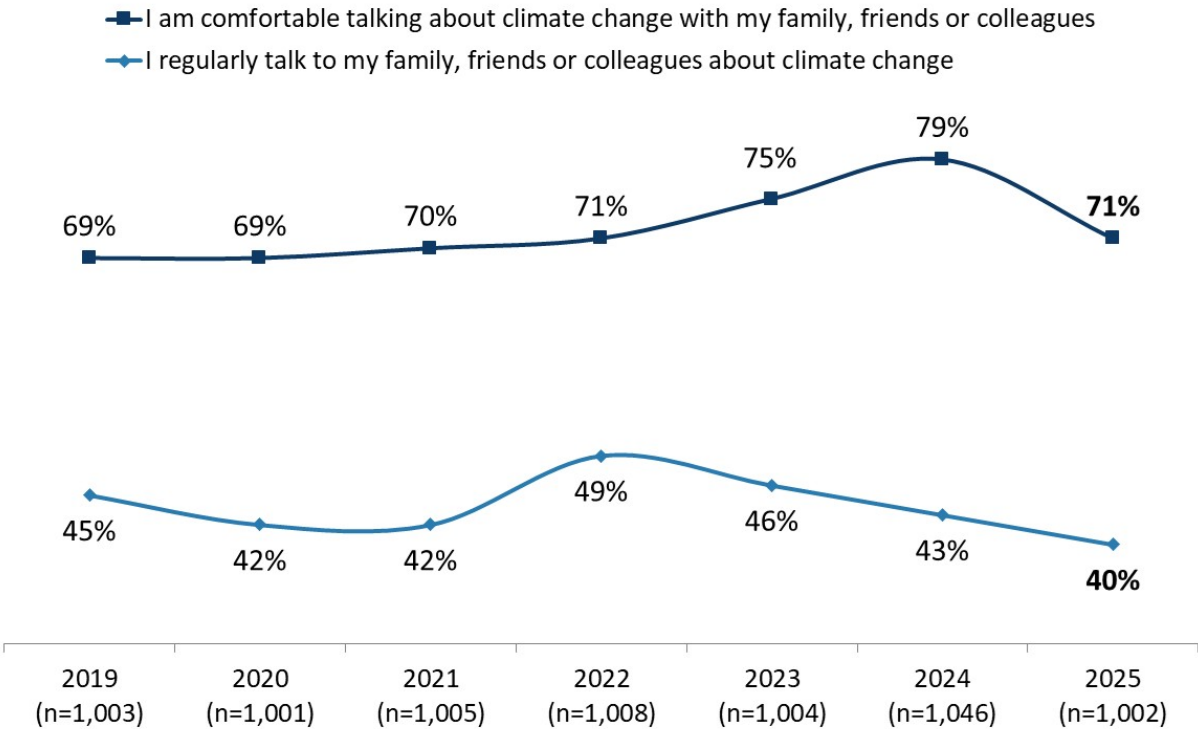
Age correlates with how often Edmonton residents engage in conversations about climate change with family, friends, or colleagues. Comfort level talking about climate change seems to decrease with age, and differences are evident in terms of household income levels and gender.

	Age		
	18-34	35-54	55+
Regularly talk to family, friends, or colleagues	50%	35%	38%
Comfortable talking about climate change	78%	70%	65%

	Household Income			Gender	
	Up to \$60,000	\$60,001 - \$100,000	More than \$100,000	Woman	Man
Comfortable talking about climate change	66%	77%	73%	66%	76%

Talking About Climate Change

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



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



Economic and Employment Impacts

Opinions on various economic and employment impacts have remained stable over the past few years.

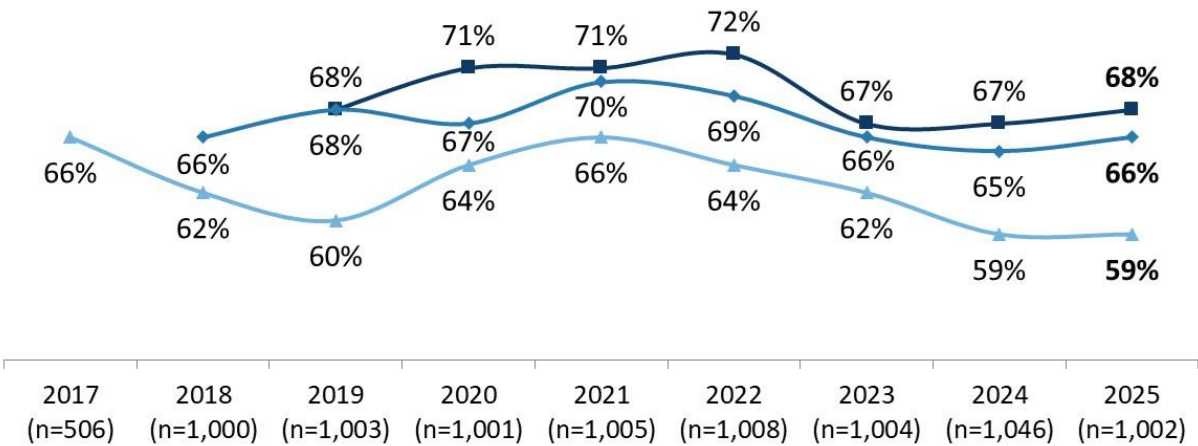
Statements resonate more with younger Edmontonians than older. There are no notable differences within other classification groups.

	Age		
	18-34	35-54	55+
Efforts to prevent climate change present an economic opportunity for Edmonton	69%	59%	49%
Transitioning to renewable sources of energy	78%	63%	57%
Investing in energy efficiency	78%	67%	61%

Economic and Employment Impacts

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

- Investing in energy efficiency provides job opportunities for Edmonton~
- Transitioning to renewable sources of energy provides job opportunities for Edmonton*
- Efforts to prevent climate change present an economic opportunity for Edmonton



Q.4a-c: To what extent do you agree or disagree with the following statements about climate change? *New statement in 2018. ~New statement in 2019.



Actions to Reduce Climate Change Impact

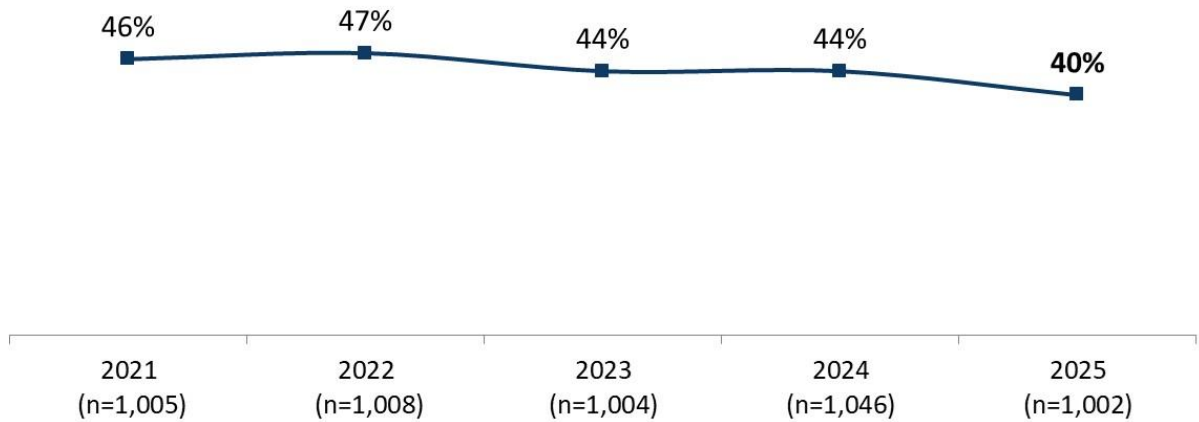
This year, just four in ten Edmontonians report taking actions to reduce their personal impact on climate change, a declining trend.

Overall, the extent of actions taken in the last year to reduce personal impact on climate change has reached its lowest level since first examined in 2021.

	Age		
	18-34	35-54	55+
Yes	47%	38%	35%

	Quad			
	Northwest	Northeast	Southwest	Southeast
Yes	40%	50%	35%	36%

Taken Actions to Reduce Impact on Climate Change
in Past Year
% 'Yes'



Q.10: Have you taken any [IF 'YES' IN Q.8: Other] actions to reduce your impact on climate change in the past year?
New question in 2021.



Actions to Reduce Climate Change Impact

Essentially all Edmontonians have taken some kind of climate-related action in the past year, consistent with 2024.

Residents in the Northwest quadrant are most likely to wash clothes in cold water and work and play close to home, while those in the Southwest are least likely to do both of these actions.

Further, those in the Southwest are also least likely to buy fewer products compared to the Northeast who did this more.

There are notable age-related differences in most actions, with younger residents generally more inclined to have undertaken these actions in the past year.



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



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

Out of 13 actions (2024, 2023, 2022). Out of 14 actions (2021).

Actions Taken in Past Year

% 'Yes'

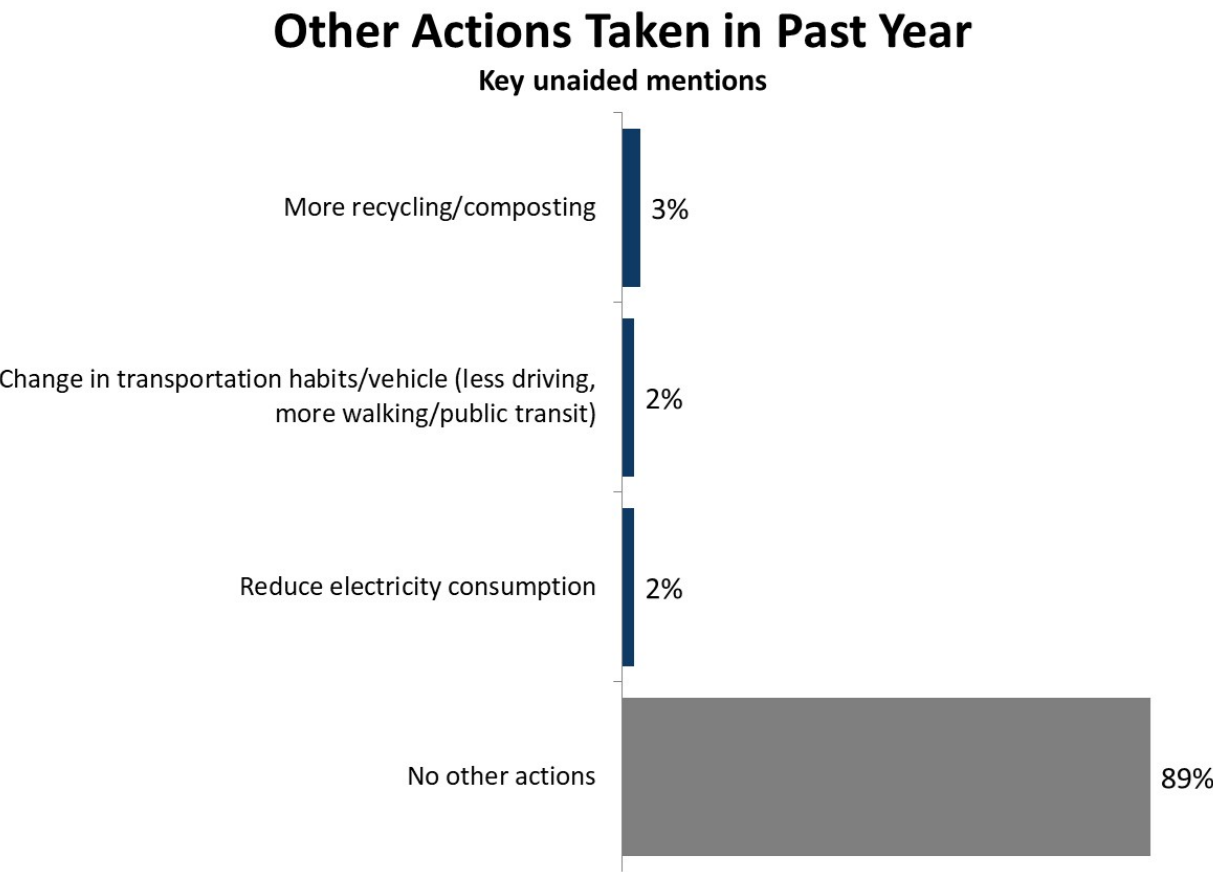
	2021 (n=1,005)	2022 (n=1,008)	2023 (n=1,004)	2024 (n=1,046)	2025 (n=1,002)
Reduced food waste	76%	72%	80%	81%	80%
Washed your clothes in cold water	70%	69%	74%	74%	73%
Avoided idling your vehicle	65%	63%	67%	67%	66%
Bought fewer products or bought used products more often than in the past*	n/a	n/a	63%	67%	65%
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%
Worked and played close to where you live	59%	55%	60%	57%	57%
Air dried your clothes	47%	48%	53%	50%	55%
Learned online	58%	52%	56%	53%	54%
Left your grass clippings on the lawn	51%	49%	52%	49%	52%
Commuted sustainably once a week by walking, cycling and/or taking public transit~	44%	44%	44%	47%	47%
Carshared instead of owning a vehicle	17%	22%	30%	30%	31%
Planted a tree	30%	31%	35%	31%	30%
Installed a device that regulates lighting to improve energy efficiency▪	n/a	n/a	n/a	n/a	30%

Q.11a-e, g-l, n, q: Which, if any, of the following actions have you taken in the past year? *New question in 2021. Slight question wording change in 2023. ~Slight wording change in 2023, previously 'and' instead 'and/or'. ▪ New question in 2025.*



Actions to Reduce Climate Change Impact

The vast majority of Edmontonians did not report taking any additional actions in the past year to reduce their climate-related impact.



Q.11p: What, if any, other actions of this type have you taken in the past year? (n=779) *This question was optional.*



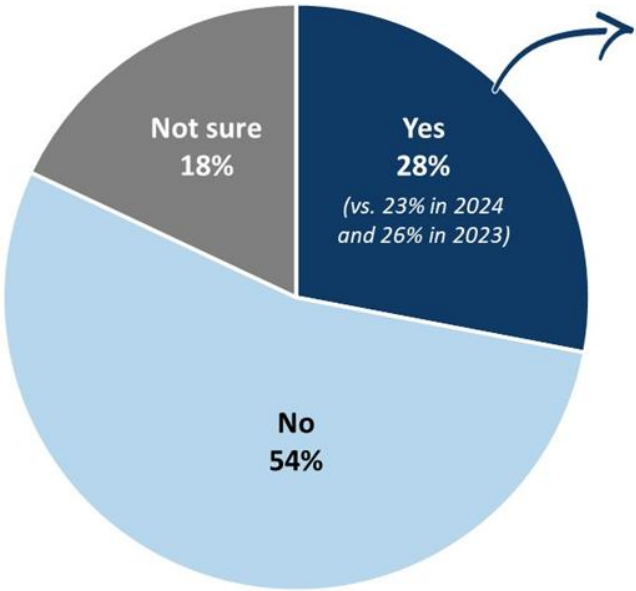
Climate Resilience

Approximately three in ten Edmontonians have heard the expression “Climate Resilience.”

Awareness of “climate resilience” has increased since 2024. Across demographics, awareness is notably higher for those with higher household incomes (more than \$100K) and with higher levels of education (some post-secondary or grad post-secondary), as compared to their respective counterparts.

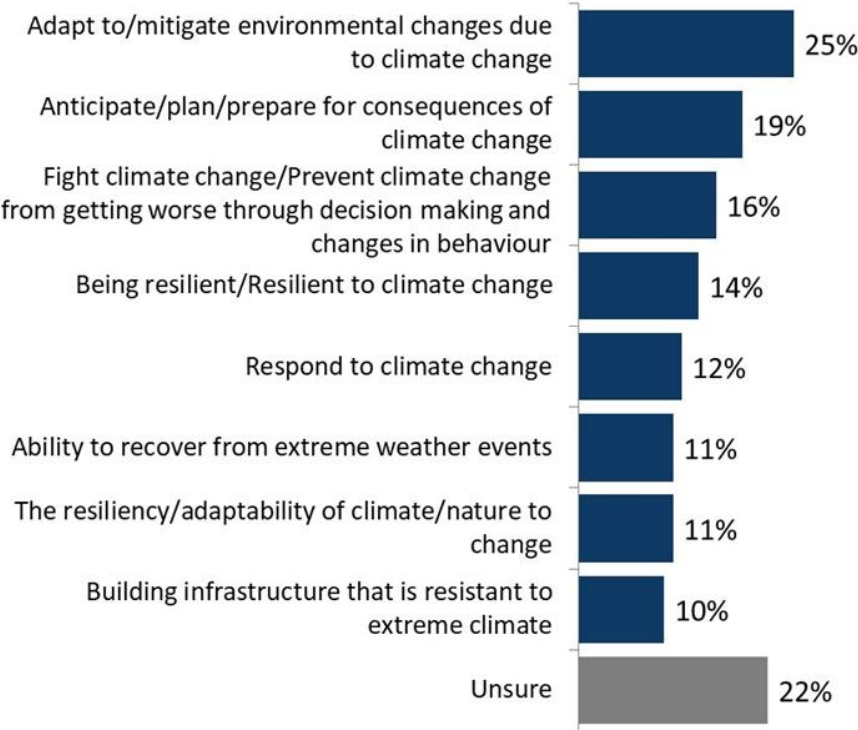
Many replies again were offered in 2025 regarding what “climate resilience” means to Edmonton residents. The oldest cohort (55+ years-old) are most likely to mention it means to *adapt to/mitigate environmental changes due to climate change*.

Heard of Expression “Climate Resilience”



What Expression “Climate Resilience” Means

Key unaided mentions among those who have heard of the expression



Q.7MH: Prior to today, had you ever heard the expression “climate resilience”? (2023: n=1,004; 2024: n=1,046; 2025: n=1,002) | Q.7MI: [IF ‘YES’ IN Q.7MH] To the best of your knowledge, what does the expression “climate resilience” mean? (n=267) *New questions in 2023.*



NARRATIVE
RESEARCH

Weather and Climate Change



Impact of Climate Change

Residents largely link climate change to more extreme weather and believe it is negatively affecting the city’s weather, and the health and wellbeing of its residents.

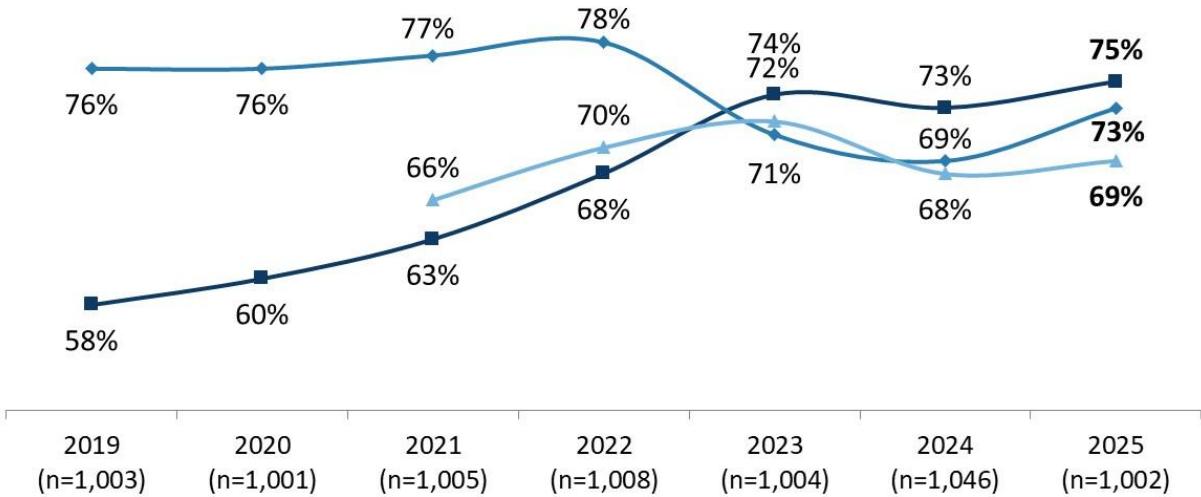
Since 2024, there has been a modest upward trend in agreement that climate change negatively impacts the health and well-being of individuals. This belief – along with the other two sentiments about weather impacts – has notably stronger agreement among younger people.

	Age		
	18-34	35-54	55+
Climate change is linked to increased frequency and intensity of events like flooding, heat waves, and forest fires	85%	72%	70%
Climate change is affecting Edmonton’s weather	80%	63%	63%
Climate change negatively impacts the health and well-being of individuals	84%	72%	64%

Impact of Climate Change

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

- Climate change is linked to increased frequency and intensity of events like flooding, heat waves, and forest fires[‡]
- Climate change negatively impacts the health and well-being of individuals[°]
- Climate change is affecting Edmonton’s weather[~]



Q.4m, n, q: To what extent do you agree or disagree with the following statements about climate change? [°] New statement in 2019. [~] New statement in 2021. Wording change in 2023, previously: [‡] “Human caused climate change is linked to events like tornados, flooding, hurricanes and mega forest fires” and [°] “Climate change impacts the health and well-being of individuals.”



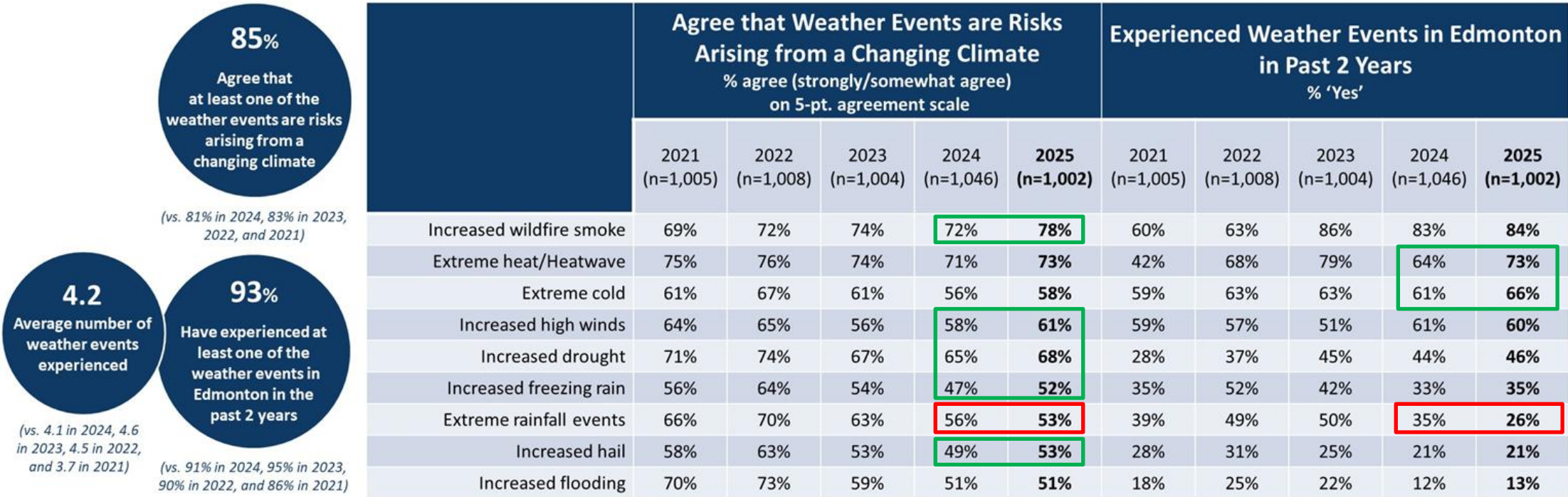
Impact of Climate Change on Weather Events

According to residents, the past two years have brought an increase in heatwaves and extreme cold, and a decrease in extreme rainfalls.

The green and red boxes in the table below indicate marginal or in some instances sizable increases or decreases year-over-year.

Those under 35 years of age are especially likely to agree that increased high winds, hail, freezing rain, wildfire smoke, extreme rainfall events, extreme heat/heatwaves, and extreme cold are a result of a changing climate.

Weather Events



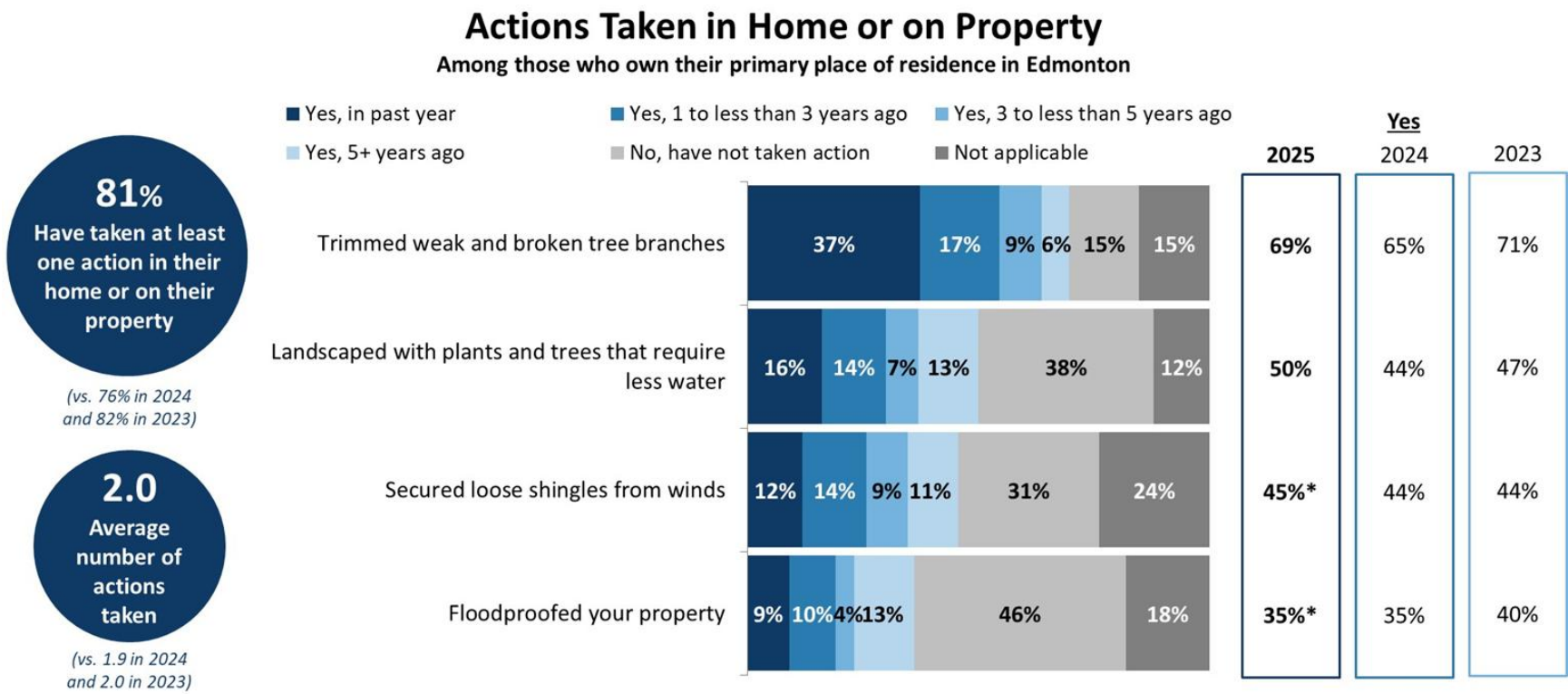
Q.6a-i: To what extent do you agree or disagree that the following are risks arising from a changing climate? | Q.7a-i: Have you experienced any of these weather events in Edmonton in the past 2 years? *New questions in 2021.*



Actions Taken

A slight increase from the previous year is observed, with eight in ten Edmontonians indicating they have undertaken at least one of the examined actions in their home or on their property.

This year, a slightly greater percentage of residents report trimming weak and broken tree branches or have landscaped their property, as compared to 2024. Those with lower household incomes and those who live in condos/apartments are less likely to have undertaken any of the given actions. In contrast, those living in fully detached houses are more likely to have undertaken each action.



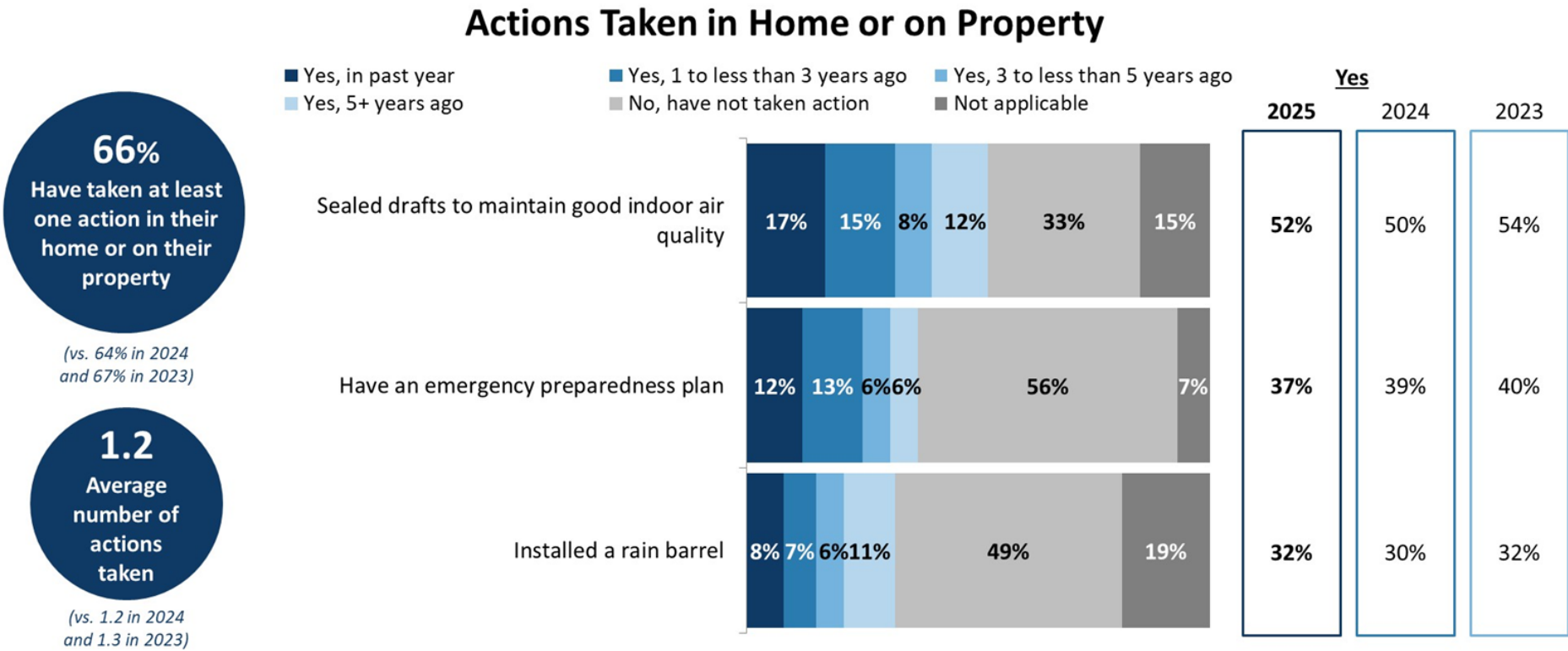
Q.7Ma, b, f, g: [IF OWN PRIMARY PLACE OF RESIDENCE IN EDMONTON IN Q.7L] Which of the following actions have you taken in your home or on your property? (2023: n=697; 2024: n=687; 2025: n=663) New question in 2023. *Due to rounding.



Actions Taken (Continued)

Consistent with last year, two-thirds of Edmonton residents have taken at least one of the examined actions in their home or on their property.

Across quadrants, those in the Northeast more commonly report undertaking each of the following actions. Those with lower household incomes were less likely to have implemented any of the actions.



Q.7Mc-e: 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) *New question in 2023.*



NARRATIVE
RESEARCH

Energy Efficiency



Taken Actions to Increase Energy Efficiency in the Home

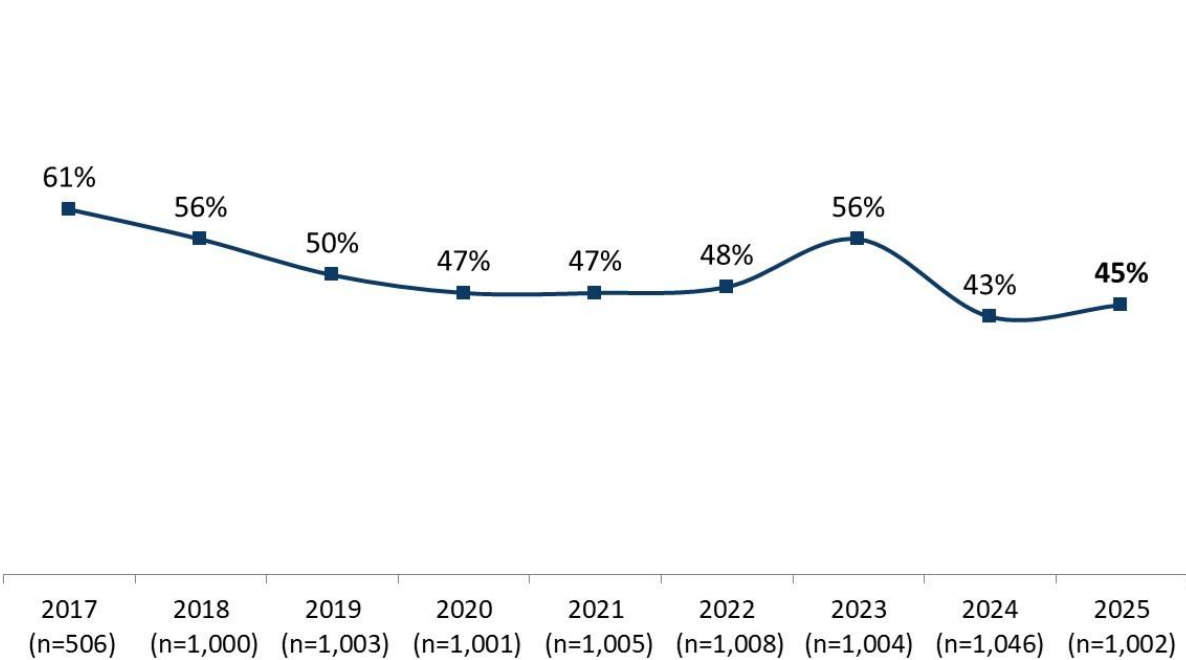
Remaining low, fewer than one-half of residents report recently taking action to improve their home’s energy efficiency.

Edmontonians who live in the Northeast quadrant, those with higher household incomes, homeowners, and those living in fully detached houses are most likely to have taken energy efficiency actions on their home in the past year.

	Quadrant				Household Income		
	North west	North east	South west	South east	Up to \$60,000	\$60,001 - \$100,000	More than \$100,000
Yes	43%	54%	41%	42%	38%	49%	50%

	Homeowner		Home Type		
	Yes	No	Fully detached house	Semi-detached/ Duplex/Townhouse/ Row house	Condo/ Apartment
Yes	51%	34%	50%	45%	33%

Taken Actions to Increase Home’s Energy Efficiency in Past Year
% ‘Yes’



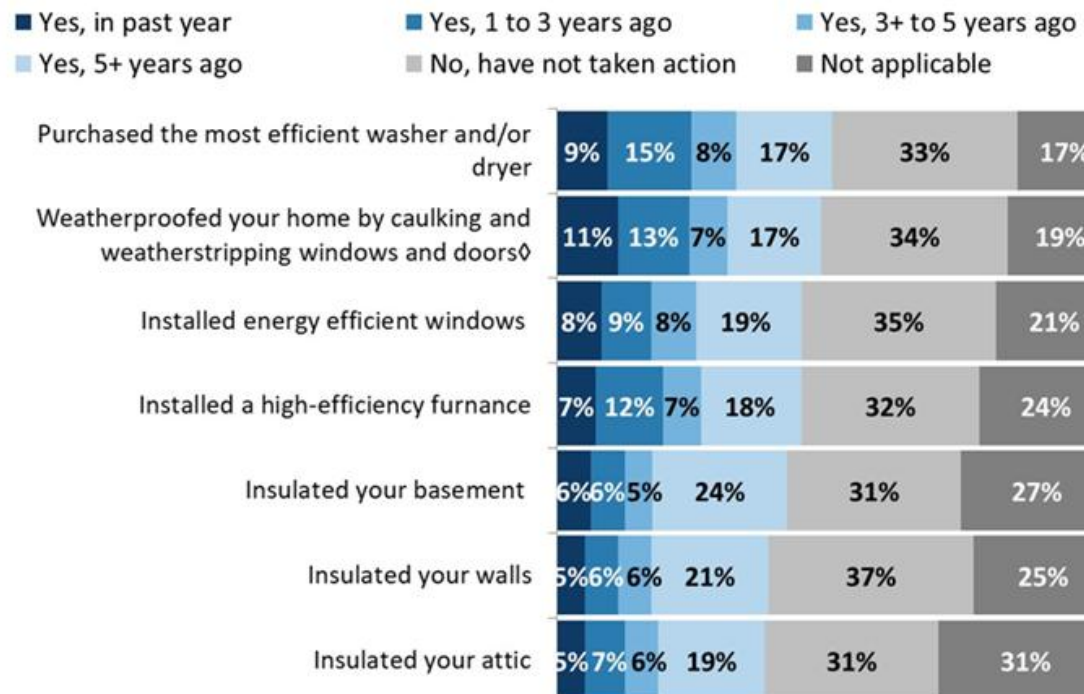
Q.8: Have you taken any actions to increase the energy efficiency of your home in the past year?

Actions Taken to Increase Energy Efficiency in the Home

In 2025, the frequency of each of the following actions trended upward.

Homeowners are more likely to have taken each action, as compared to non-homeowners. Men, and those with higher household incomes, more commonly undertook many, if not all, of the examined actions. Across quadrants, residents in the Northeast have more commonly installed energy efficient windows, while those in the Northwest are least likely to have done so.

Actions Taken in Home



2025			2024			2023
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) ^o
49%	62%	28%	42%	54%	24%	63%
47%*	58%	30%	43%	52%	28%	58%~
44%	56%	25%	39%	49%	23%	56%
44%	58%	20%	39%	51%	21%	60%
41%	54%	20%	38%	49%	21%	55%
38%	47%	23%	34%	43%	21%	49%
37%	47%	21%	34%	44%	17%	49%

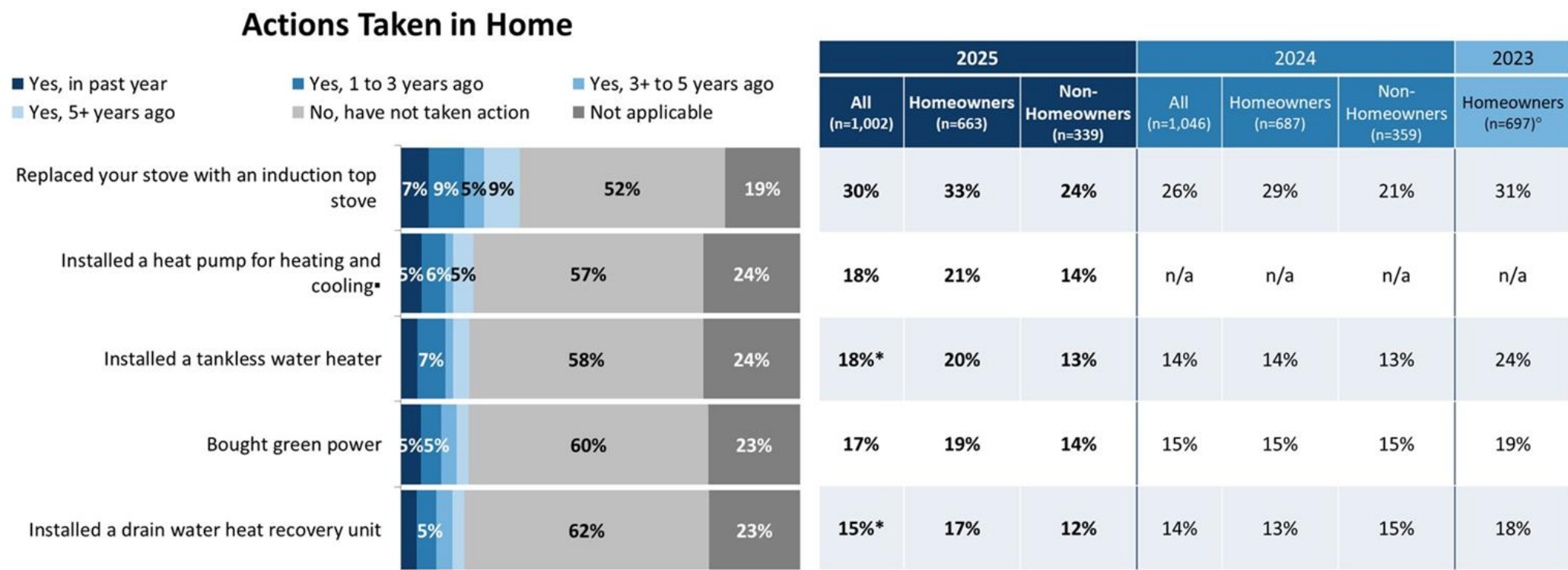
Q.9b, c, e-p: Which of the following actions have you taken in your home? *New question in 2023. Slight wording change in 2025. In 2023 this question was only asked to those who own their primary place of residence in Edmonton. ~Weatherproofed your home by caulking and weatherstripping windows and doors' was asked to all respondents: All (n=1,004): 49%; Homeowners (n=697): 58%; Non-Homeowners (n=307): 31%. *Due to rounding.*



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

These less commonly implemented actions appear to be undertaken in 2025 slightly more often by homeowners as compared to non-homeowners.

Those 34 years or younger more frequently report implementing each of the following actions, as compared to those 55 years or older. Edmontonians in the Northwest quadrant are less likely to report replacing their stove or installing a drain water heat recovery unit, as compared to those elsewhere in the city.



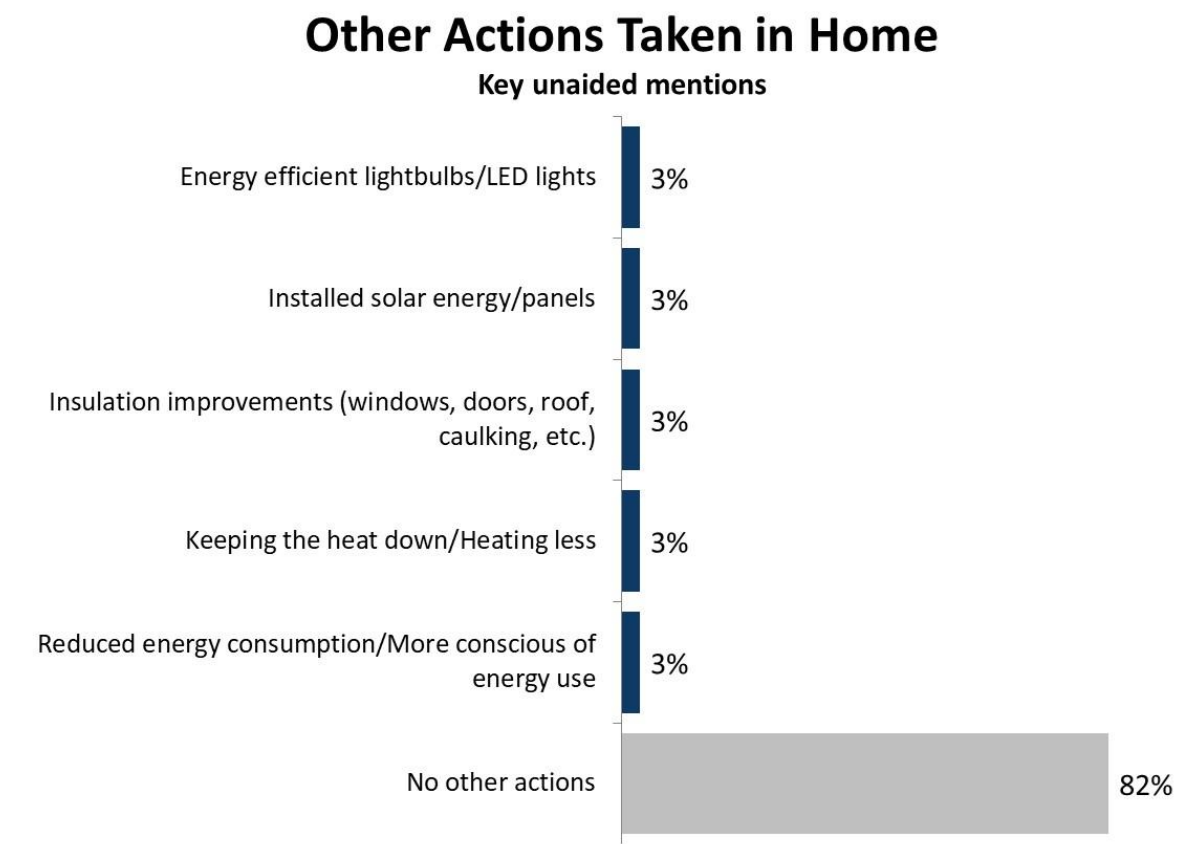
Q.9b, c, e-p: Which of the following actions have you taken in your home? *New question in 2023. ^oSlight wording change in 2025. ^oIn 2023 this question was only asked to those who own their primary place of residence in Edmonton.*
**New question in 2025. *Due to rounding. Values of 4% or less are not labelled.*



Actions Taken to Increase Energy Efficiency in the Home

Just under two in ten offer examples of any other energy efficient actions they have recently undertaken.

When asked what other actions they may have taken in their home in the past year, eight in ten did not provide any specific responses. As well, these specific actions were each identified by only a small percentage of Edmonton residents.



Q.9o: What, if any, other actions of this type have you taken in your home in the past year? (n=785) *This question was optional.*



Programs

One-half of Edmonton residents agree that programs designed to reduce household energy consumption are helpful.

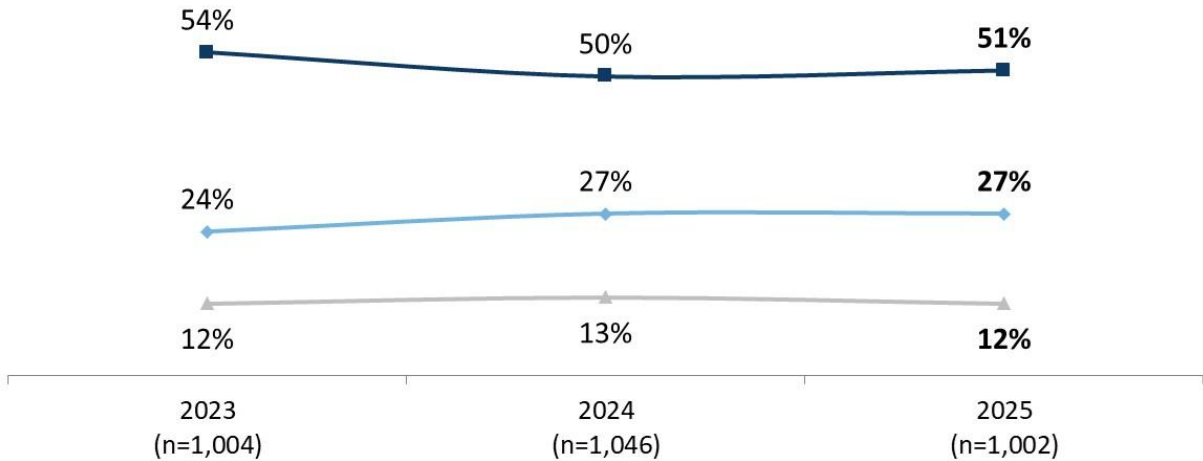
Younger Edmontonians are more likely than older residents to find these programs helpful. There are no notable differences within other classification groups.

	Age		
	18-34	35-54	55+
Agree	59%	50%	43%

The Programs Available to Encourage Households to Reduce Energy Use Are Very Helpful

On a 5-pt. agreement scale

Agree (strongly/somewhat) Neither agree nor disagree Disagree (somewhat/strongly)



Q.16AK: To what extent do you agree or disagree with the following statement: The programs available to encourage households to reduce energy use are very helpful. *New question in 2023.*



Energy Efficiency Sentiment

Pride in being energy efficient remains unchanged from 2024.

Older Edmontonians are the least likely to express pride in being energy efficient.
Non-homeowners are less likely to agree they are proud.

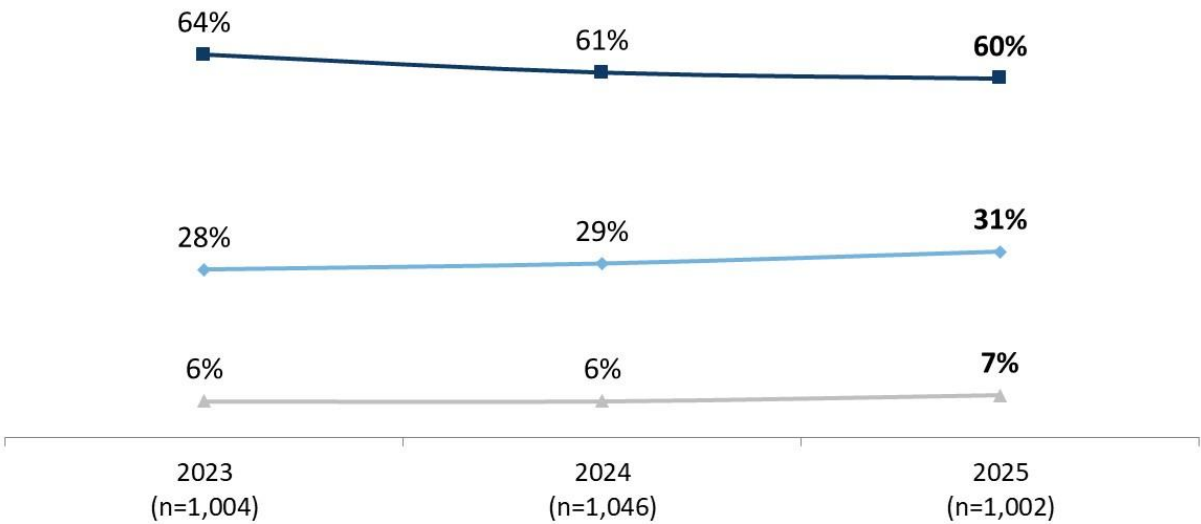
	Age		
	18-34	35-54	55+
Agree	65%	60%	55%

	Homeowner	
	Yes	No
Agree	63%	55%

I Am Proud to Be Energy Efficient

On a 5-pt. agreement scale

■ Agree (strongly/somewhat) ◆ Neither agree nor disagree ▲ Disagree (somewhat/strongly)



Q.16AA: To what extent do you agree or disagree with the following statement: I am proud to be energy efficient. [New question in 2023.](#)



Spending

A strong majority of Edmonton residents want to feel in control of their spending.

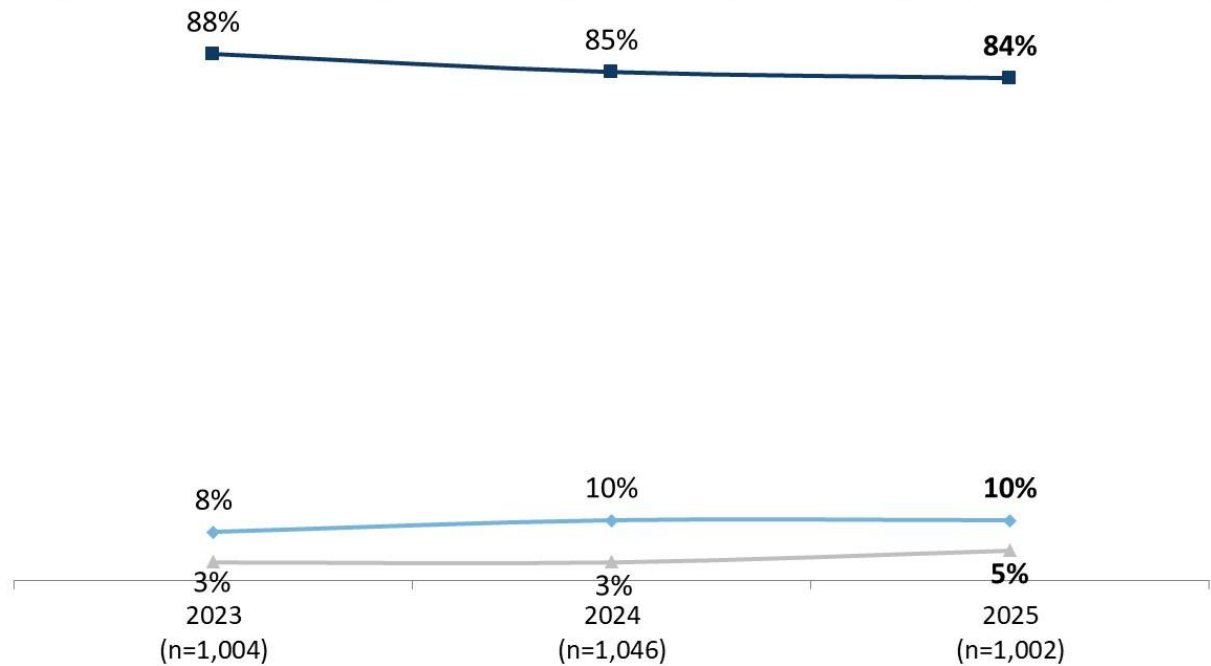
Agreement is generally consistent, however, it is higher among homeowners than non-homeowners.

	Homeowner	
	Yes	No
Agree	88%	78%

I Want to Feel Like I Am in Control of My Spending

On a 5-pt. agreement scale

Agree (strongly/somewhat) Neither agree nor disagree Disagree (somewhat/strongly)



Q.16AH: To what extent do you agree or disagree with the following statement: I want to feel like I am in control of my spending. *New question in 2023.*



Environmental Activism

Residents hold mixed opinions in terms of whether they consider themselves to be environmental activists.

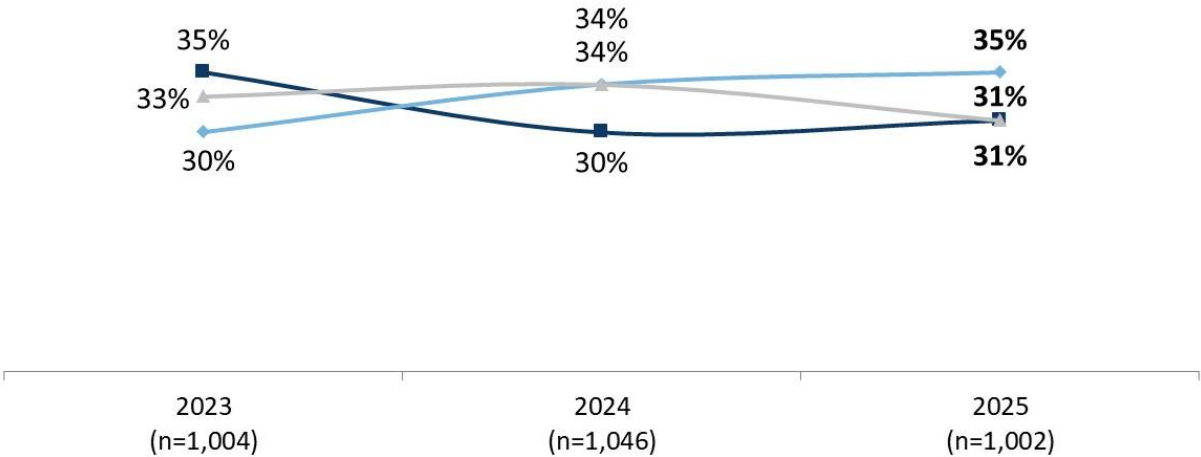
Younger Edmontonians are much more likely to agree they consider themselves an activist on behalf of the environment as compared to their older counterparts.

	Age		
	18-34	35-54	55+
Agree	45%	32%	17%

I Consider Myself an Activist on Behalf of the Environment

On a 5-pt. agreement scale

Agree (strongly/somewhat) Neither agree nor disagree Disagree (somewhat/strongly)



Q.16AI: To what extent do you agree or disagree with the following statement: I consider myself an activist on behalf of the environment. *New question in 2023.*



Societal Contribution

Six in ten residents reduce their home energy consumption as a way to contribute to society.

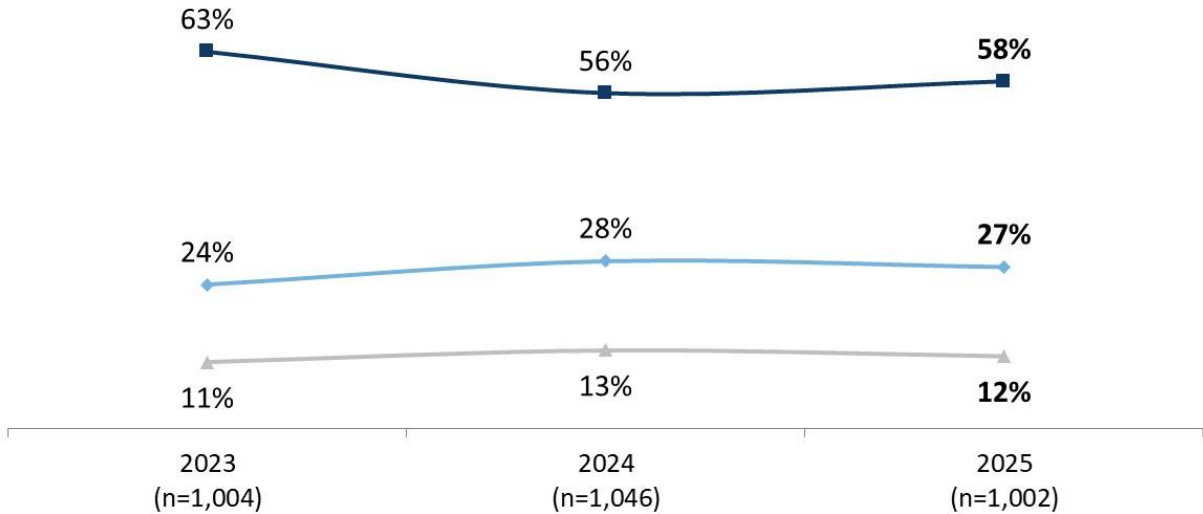
Findings differ notably by household income.

	Household Income		
	Up to \$60,000	\$60,001 to \$100,000	More than \$100,000
Agree	62%	63%	53%

I Want to Feel Like I Am Contributing Something to Society at Large, So I Reduce My Home Energy Use

On a 5-pt. agreement scale

■ Agree (strongly/somewhat) ■ Neither agree nor disagree ■ Disagree (somewhat/strongly)



Q.16AL: To what extent do you agree or disagree with the following statement: I want to feel like I am contributing something to society at large, so I reduce my home energy use. *New question in 2023.*



Home Energy Costs

Three-quarters of Edmonton residents are motivated to conserve energy because of the cost, while half worry about their ability to pay their bills.

Differences in concern about paying energy bills are evident across quadrants, gender, household income, level of education, and homeowner status.

	Age			Household Income			Education		
	18-34	35-54	55+	Up to \$60,000	\$60,001 to \$100,000	More than \$100,000	High school or less	Some post-secondary	Grad post-secondary
Worry	57%	59%	40%	60%	55%	43%	61%	58%	49%

	Quadrant				Homeowner	
	Northwest	Northeast	Southwest	Southeast	Yes	No
Worry	55%	62%	45%	48%	48%	60%

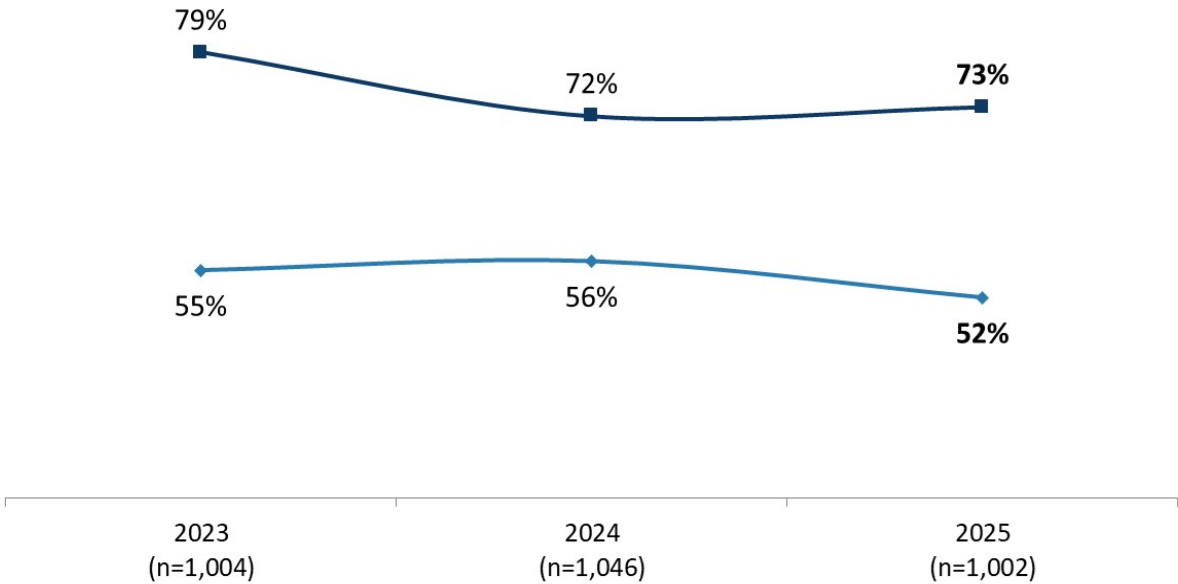
Concerning the cost of energy prompting them to conserve, differences are evident across quadrants and homeowner status.

	Quadrant				Homeowner	
	Northwest	Northeast	Southwest	Southeast	Yes	No
Want to conserve	69%	80%	76%	71%	77%	67%

Home Energy Costs

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

- The cost of energy use in my home makes me want to conserve
- ◆ I sometimes worry whether there is enough money to pay my energy bills



Q.16AB-C: To what extent do you agree or disagree with the following statements? [New questions in 2023.](#)



Home Energy Use

Six in ten Edmontonians feel they could use less energy in their home if they really wanted to, an improvement over 2024 and on par with 2023 levels.

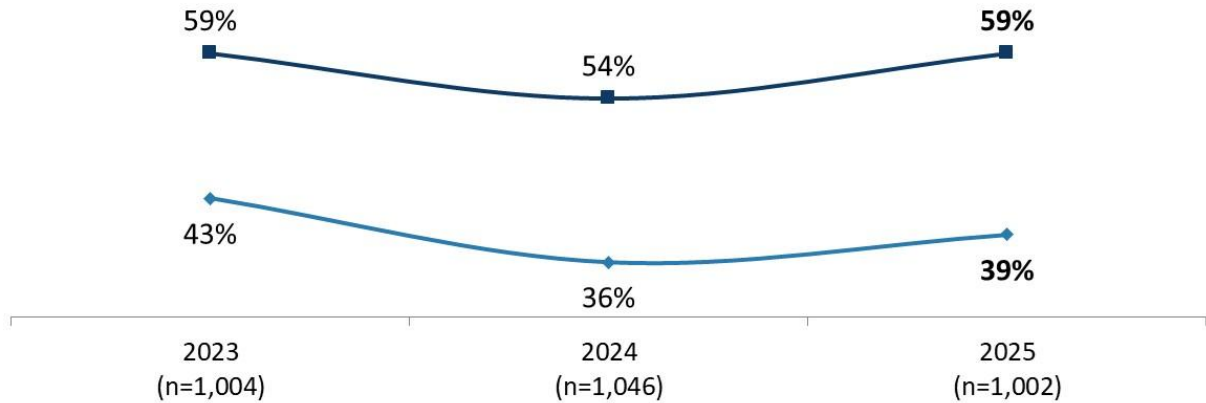
Agreement with both sentiments decreases with age. Homeowners tend to be more knowledgeable about the ways to reduce their home’s energy use.

	Age		
	18-34	35-54	55+
I could probably use less energy in my home by making a few home improvements	68%	62%	46%
I don't know enough about ways to reduce my home's energy use	56%	36%	24%

Home Energy Costs

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

- If I really wanted to, I could probably use less energy in my home than I use now, by making a few home improvements
- ◆ I don't know enough about ways to reduce my home's energy use



Q.16AD and J: To what extent do you agree or disagree with the following statements? *New questions in 2023.*



Home Energy Use Reduction

The primary drivers of reducing home energy use are saving money and protecting the environment.

There is a slight increase in agreement regarding reducing energy to protect the environment. Similarly, agreement in this regard is higher among younger among younger residents and among women, as compared to their respective counterparts.

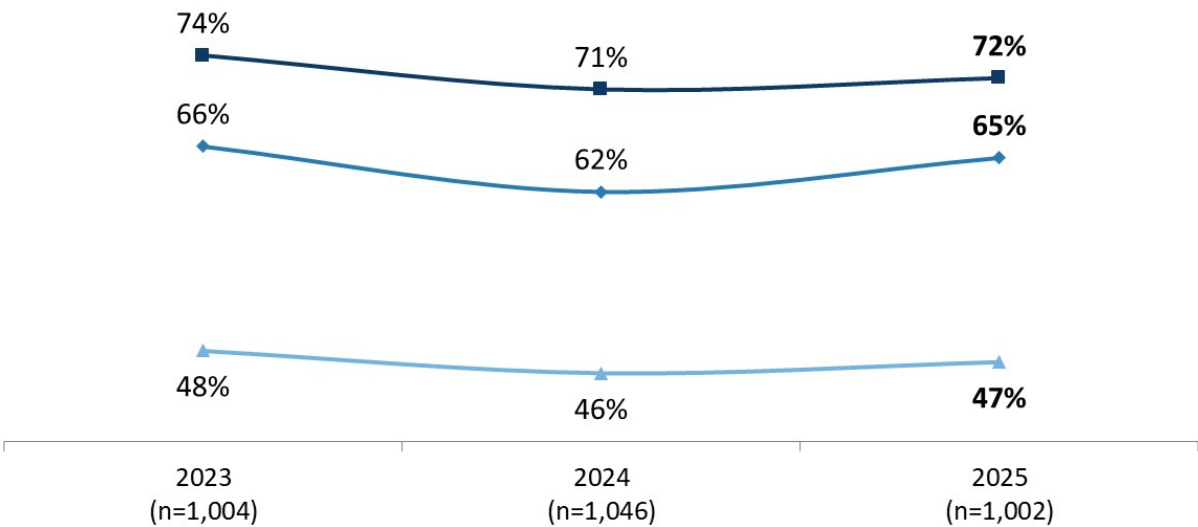
	Age		
	18-34	35-54	55+
Most important reason is to protect the environment	71%	65%	60%

	Gender	
	Woman	Man
Most important reason is to protect the environment	69%	60%

Reducing Home Energy Use

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

- The most important reason for reducing home energy use is to save money on my bills
- ◆ The most important reason for reducing energy use is to protect the environment
- ▲ The most important reason for reducing energy use is to improve the comfort of my home



Q.16AE-G: To what extent do you agree or disagree with the following statements? *New questions in 2023.*



Importance of Energy Efficient Buildings

Compared to one year ago, there is a greater emphasis on having energy-efficient buildings where people work, study, play, and shop.

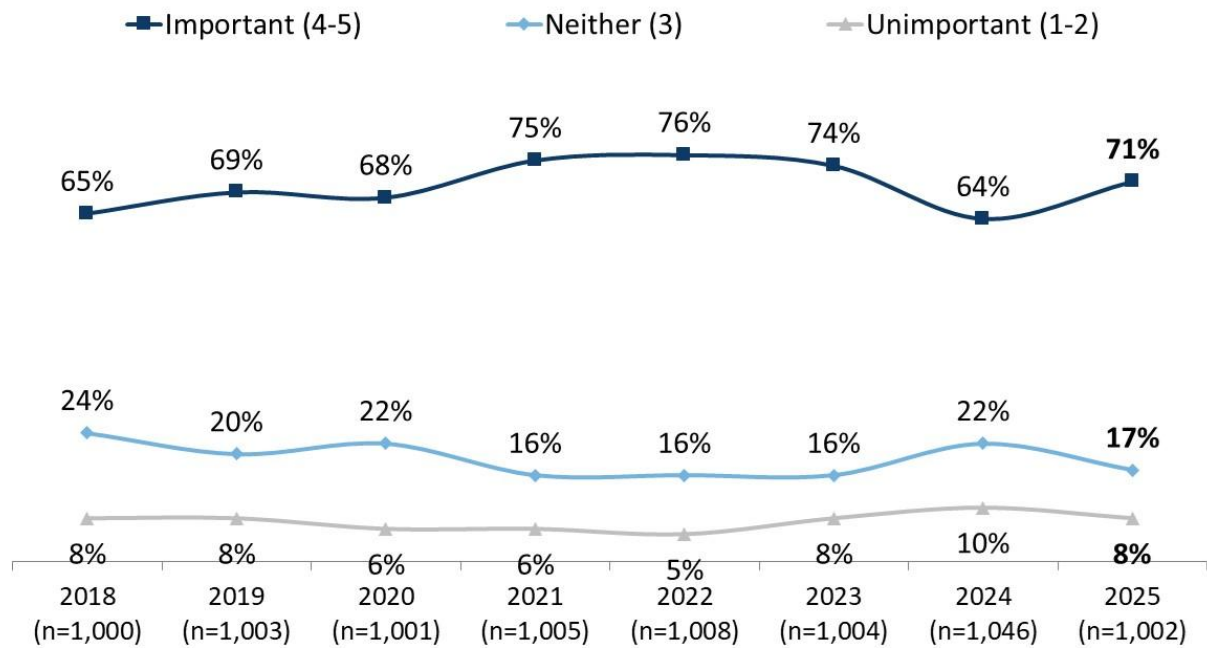
Importance varies between levels of education and type of home.

	Education		
	High school or less	Some post-secondary	Grad post-secondary
Important	64%	69%	74%

	Home Type		
	Fully detached house	Semi-detached/ duplex/townhouse /rowhouse	Condo/apartment
Important	68%	80%	73%

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

On a 5-pt. importance scale



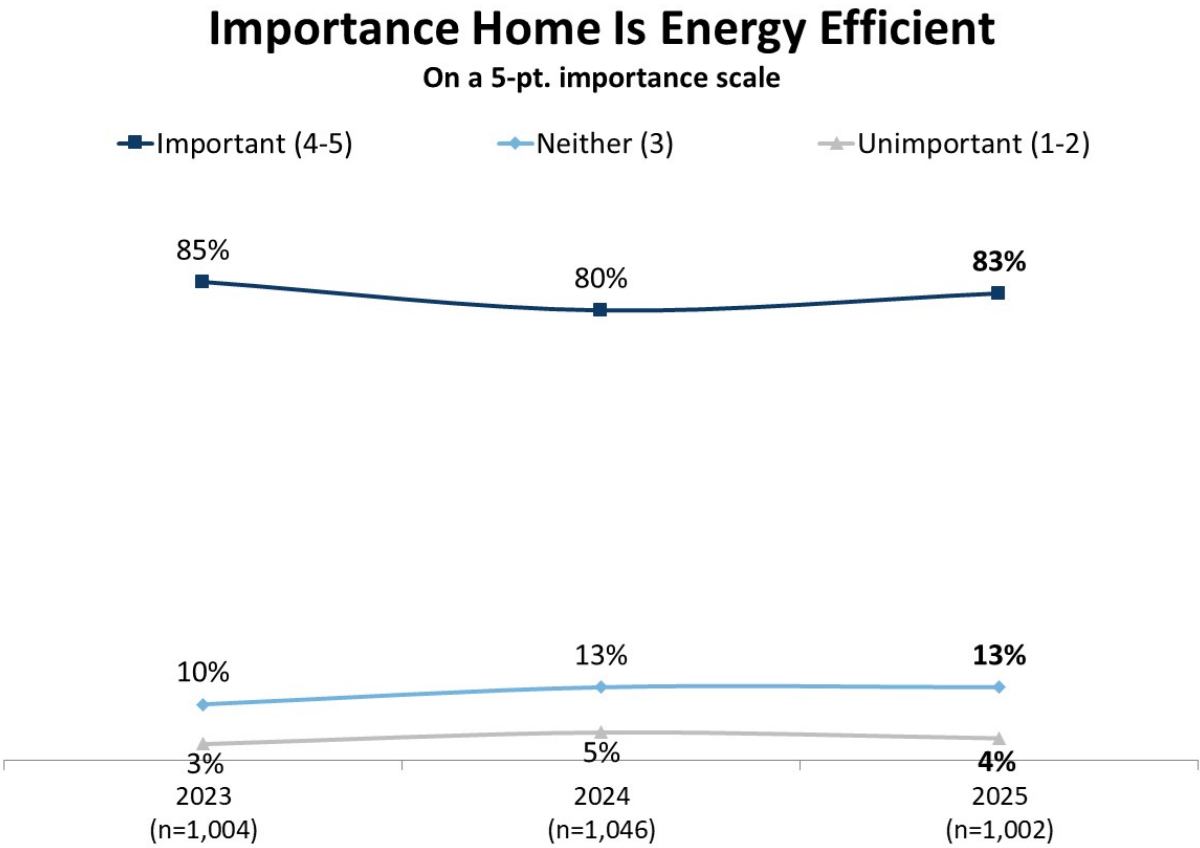
Q.24: How important or unimportant is it that buildings in which you work, study, play, or shop in are energy efficient?
Slight question wording change in 2023.



Importance of Home Energy Efficiency

Just over four in five Edmontonians feel it is important that their home is energy efficient.

In general, having an energy efficient home is consistent across sub-groups of Edmonton residents.



Q.24A: How important or unimportant is it that the home in which you live is energy efficient? *New question in 2023.*



Government Funding

A slim majority believe energy programs mainly benefit higher income households, and say they would not upgrade their homes without government support.

Agreement that they would not consider efficiency upgrades without government funding differs by quadrant and is higher among homeowners and younger residents.

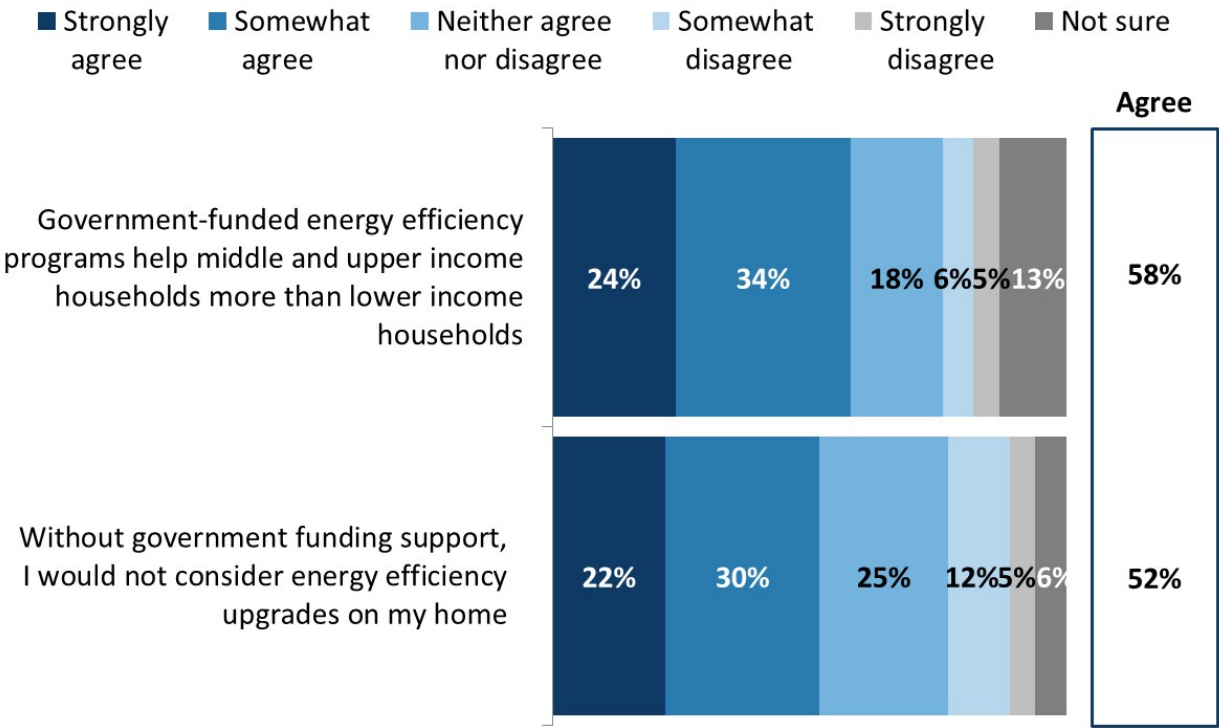
	Quadrant				Homeowner	
	North west	North east	South west	South east	Yes	No
Upgrades on my home	47%	50%	55%	58%	55%	45%

	Age		
	18-34	35-54	55+
Upgrades on my home	58%	48%	49%

Those in the Southeast quadrant are also more likely to agree that government-funded energy efficiency programs most help middle and upper income households.

	Quadrant			
	North west	North east	South west	South east
Middle- and upper-income households' benefit	54%	62%	54%	65%

Government Funding



Q.16AM-N: To what extent do you agree or disagree with the following statements? (n=1,002) *New questions in 2025.*



NARRATIVE
RESEARCH

Programs



Awareness of EnerGuide Program

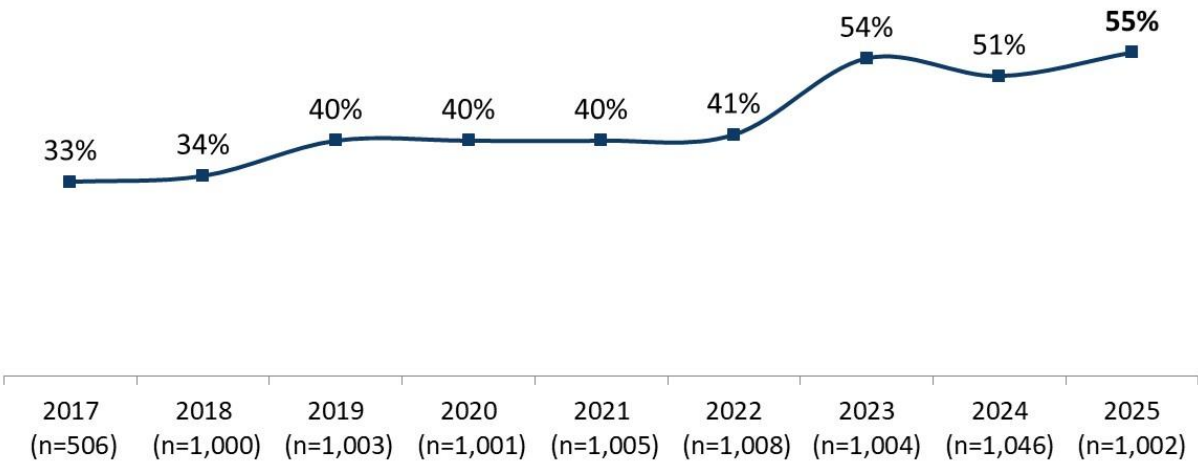
More than half of Edmonton residents are aware of the EnerGuide Program, marking the highest level of awareness to date.

Awareness increases with age, is greater among men than women, and is higher among homeowners and those with higher household incomes.

	Age			Gender	
	18-34	35-54	55+	Woman	Man
Yes	39%	63%	60%	47%	61%

	Household Income			Homeowner	
	Up to \$60,000	\$60,001 to \$100,000	More than \$100,000	Yes	No
Yes	43%	54%	67%	61%	44%

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? *Slight change in question wording in 2019, 2023, and 2025.*



Opinions on EnerGuide Program

Agreement remains consistent regarding the perceived value of EnerGuide Program and evaluations.

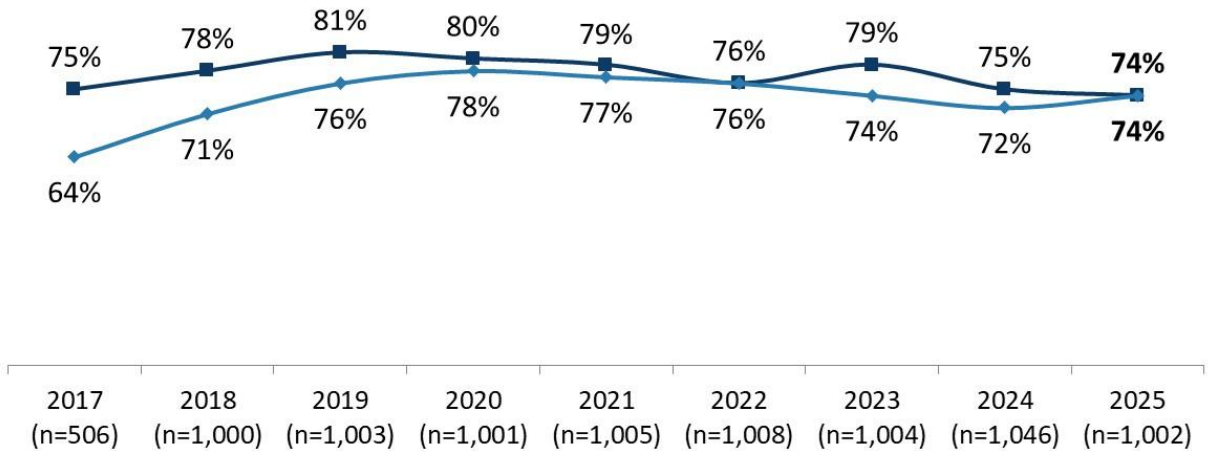
In general, findings are consistent in terms of demographic sub-groups with regards to wanting to see the results of an EnerGuide evaluation when buying or renting a home. In terms of having an EnerGuide evaluation with recommendations when renovating, those in the Southwest quadrant are least likely to want one.

	Quadrant			
	Northwest	Northeast	Southwest	Southeast
Renovating	75%	79%	68%	77%

Opinions on EnerGuide Evaluation

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

- Having an EnerGuide evaluation with recommendations on how to make the home more energy efficient would be valuable when renovating•
- ◆ When buying or renting a home, I would like to see the results of the EnerGuide evaluation that shows how energy efficient the home is compared to other homes‡



Q.15b-c: To what extent do you agree or disagree with the following statements about energy efficiency? •Change in wording in 2019, previously: “The EnerGuide evaluation and expert advice would be valuable to reference when renovating a home”. ‡Change in wording in 2023, adding “or renting” and in 2019, previously: “When buying a home, I would like to see the EnerGuide label”.



Awareness of Clean Energy Improvement Program

One in five Edmontonians continue to be aware of the Clean Energy Improvement Program.

There has been no change over the past year in terms of the percentage of Edmontonians who have heard of the Clean Energy Improvement Program. Awareness is higher among women than men, and lower among those aged 55 or older.

	Gender	
	Woman	Man
Yes	24%	13%

	Age		
	18-34	35-54	55+
Yes	18%	24%	12%

Heard of the Clean Energy Improvement Program

% 'Yes'



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? *New question in 2023. Slight change in wording in 2025.*



NARRATIVE
RESEARCH

Electric Vehicles



Familiarity with Electric Vehicles

Three in ten Edmonton residents have a heightened level of familiarity with electric vehicles, consistent with recent years.

Familiarity is greater among younger Edmontonians, men, and those with higher household incomes.

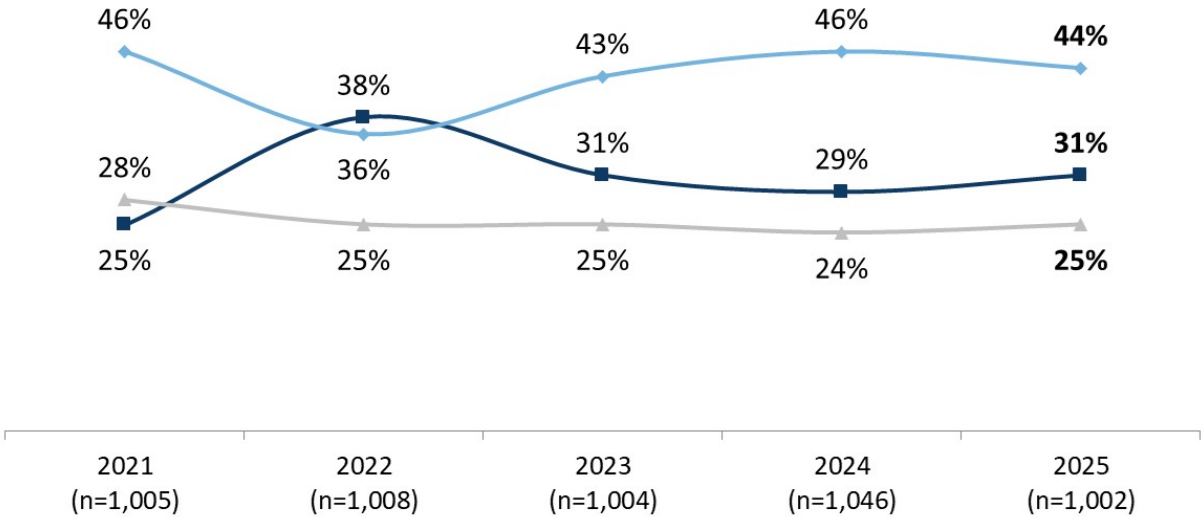
	Age			Gender	
	18-34	35-54	55+	Woman	Man
Familiar	40%	32%	19%	22%	39%

	Household Income		
	Up to \$60,000	\$60,001 to \$100,000	More than \$100,000
Familiar	22%	34%	40%

Level of Familiarity with Electric Vehicles

On a 5-pt. familiarity scale

Extremely/Very familiar Somewhat familiar Not very/Not at all familiar



Q.26: How familiar are you with electric vehicles? *New question in 2021.*



Likelihood of EV Purchase

One in six residents say they are likely to choose an EV as their next vehicle purchase.

Across age groups, those under 35 years old are most likely to buy an electric vehicle as their next vehicle. Further, those with the highest household incomes are more so considering buying an EV next, as compared to those with lower incomes.

	Age		
	18-34	35-54	55+
Likely	24%	17%	9%

	Household Income		
	Up to \$60,000	\$60,001 to \$100,000	More than 100,000
Likely	9%	17%	26%

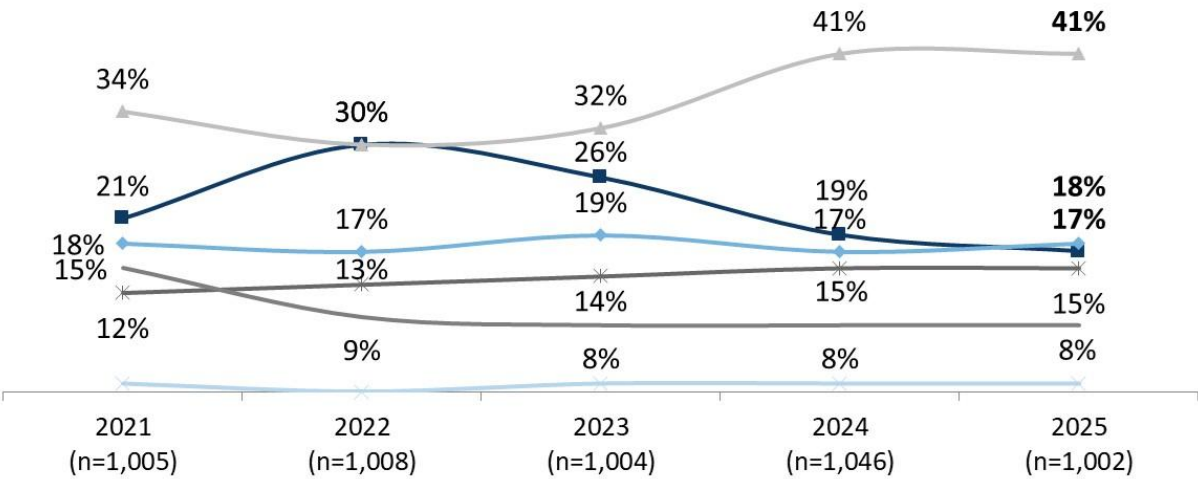


~Due to question wording change in 2021, this question is not trackable.

Likelihood of Buying Electric Vehicle for Next Vehicle

On a 5-pt. likelihood scale

■ Likely (4-5) ◆ Neither (3) ▲ Unlikely (1-2) ✕ Already own an EV ✕ Will not be buying a vehicle — Not sure



Q.28: How likely are you to buy an electric vehicle for your next vehicle purchase?



Experience with Electric Vehicles

An increasing percentage of Edmonton residents are gaining experience with electric vehicles, although one-third still have none.

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.

Older Edmontonians, women, and those with lower household incomes are more likely to have no experience with EVs, while younger residents, men, and more affluent Edmontonians are most likely to own or have owned one.

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)
I have no experience with electric vehicles	61%	61%	48%	43%	42%	36%	35%
I have learned about electric vehicles from a friend, news or advertising*	n/a	n/a	28%	28%	27%	29%	24%
I have driven or been a passenger in an electric vehicle	15%	14%	13%	15%	20%	20%	24%
I have researched or looked for information about electric vehicles	23%	22%	27%	25%	25%	23%	23%
I have spoken with the owner of an electric vehicle	13%	15%	14%	17%	18%	17%	19%
I own (or owned) an electric vehicle	4%	4%	3%	13%	7%	6%	6%

Q.27: Which of the following statements apply to your personal experience with electric vehicles? Please select as many as apply to you. *Slight question wording change in 2021. Question allowed for multiple responses to be selected. *New statement in 2021.*



Barriers to Purchase

Price and winter performance of electric vehicles are the main barriers to purchasing one.

Preventing factors are mostly consistent year-over-year, however, there is a slight increase in concern about winter performance as a barrier.

Factors such as price, performance in the winter, access to charging stations and distance between charging stations are cited more by homeowners than by those who do not own their home.

Comparatively, non-homeowners are more likely than homeowners to say they do not drive.

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)
The price of an electric vehicle	62%	65%	60%	55%	61%	57%	55%
The performance of electric vehicles in the winter ^Ø	30%	31%	33%	42%	49%	47%	51%
Access to electric vehicle charging stations	37%	38%	52%	45%	48%	42%	44%
Distance between charging stations doesn't allow me to travel where I want to go	36%	35%	42%	41%	43%	38%	41%
Availability of electric vehicles for purchase in Edmonton~	21%	16%	n/a	n/a	n/a	n/a	n/a
<i>The limited availability of <u>used</u> electric vehicles for purchase in Edmonton</i>	<i>n/a</i>	<i>n/a</i>	23%	20%	19%	17%	16%
<i>The limited availability of <u>new</u> electric vehicles for purchase in Edmonton</i>	<i>n/a</i>	<i>n/a</i>	18%	21%	21%	13%	11%
I don't drive	11%	10%	8%	8%	9%	10%	10%
Availability to test drive the vehicle before purchasing	10%	11%	12%	13%	12%	7%	7%
I already have an electric vehicle	2%	2%	1%	5%	3%	3%	3%
Other	8%	10%	4%	4%	7%	6%	5%
None of the above/Will not be buying an electric vehicle*	7%	7%	8%	7%	6%	7%	7%
Will not be buying any vehicle•	n/a	n/a	7%	6%	5%	6%	5%

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. *Slight question wording change in 2020. Question allowed for multiple responses to be selected. ØChanged in wording in 2022, previously: "Electric vehicles are not good in the winter". ~No longer an option since 2021, replaced by: "The limited availability of new electric vehicles for purchase in Edmonton" and "The limited availability of used electric vehicles for purchase in Edmonton". *Change in wording in 2019, previously: "None of the above". •New option in 2021.*



Motivators to Purchase

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

The green box indicates a modest increase since last year.

Economics and innovation are more likely to motivate younger Edmontonians to purchase an electric vehicle. Older residents are more likely to say that none of the listed factors would influence their decision.

Homeowners more so than non-homeowners often cite that incentives to purchase the vehicles and for installing home charging stations would motivate them to buy, as well as if the cost of the EV were the same as a non-electric one.

Higher income households and those with more education also tend to report that both kinds of incentives would motivate them.

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

Q.29: Which, if any, of the following factors might motivate you to purchase an electric vehicle in the future? *Slight question wording change in 2020. Question allowed for multiple responses to be selected. *New statement in 2021.*



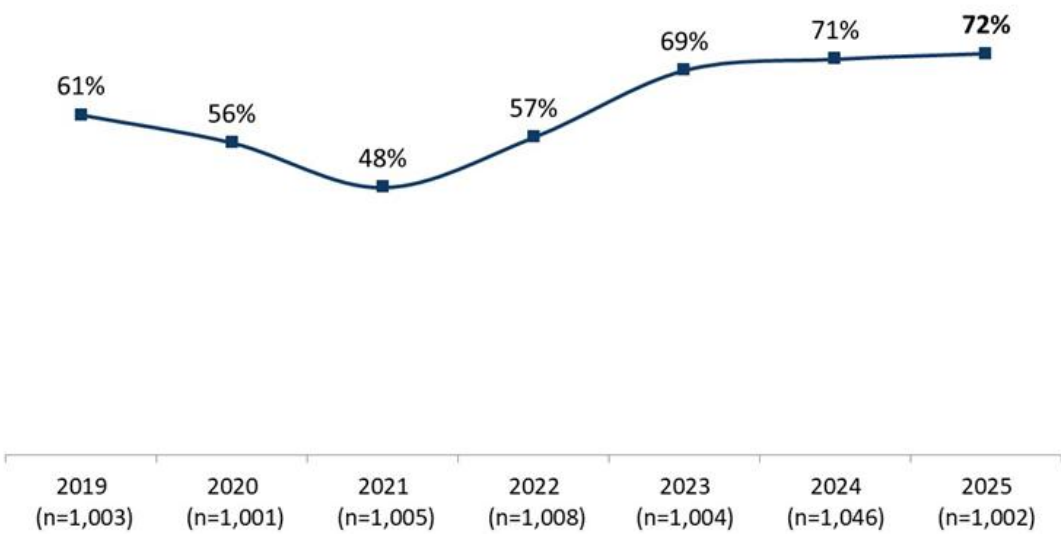
Awareness of Public Charging Stations for Electric Vehicles

Seven in ten Edmontonians continue to be aware of public charging stations for EVs, trending upward over recent years.

Homeowners, and those with the highest household incomes (i.e., \$100,000+), are most often aware of public charging stations. As might be expected, those with no experience with EVs are less aware of the public charging stations in Edmonton.

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

% 'Yes'



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

Experience With Electric Vehicles

	2025		
	Yes	No	Not sure
I have no experience with electric vehicles	61%	27%	13%
I have some experience with electric vehicles:			
I own or have owned an electric vehicle	82%	17%	1%
I have driven or been a passenger in an electric vehicle	83%	13%	4%
I have researched information about electric vehicles	77%	18%	6%
I have learned about electric vehicles	77%	16%	7%
I have spoken with an electric vehicle owner	73%	17%	10%

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?



NARRATIVE
RESEARCH

Transportation Choices

Transportation Used in the Past Month

Generally, results are consistent with previous findings, with slight increases in reports of being the driver of a motor vehicle and of being a passenger in private transportation. A slight decrease is evident in terms of the incidence of being a non-motorized cyclist.

Being a recent driver of a motor vehicle is most common among those 55 years old or older, residents with mid to higher incomes, post-secondary graduates, homeowners, and those in fully detached houses.

Recent motorcycle drivers are more likely to be younger residents.

Pedestrians are more often those who do not own their homes or those with lower household incomes.

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)
Driver of a motor vehicle	73%	75%	74%	69%	74%	68%	71%
Pedestrian	50%	53%	50%	43%	51%	49%	47%
Passenger of private transportation vehicle, for example, a car, van, truck or motorcycle	41%	38%	33%	36%	42%	42%	45%
Passenger of public transportation including bus or LRT	40%	18%	21%	30%	30%	33%	32%
Cyclist – non-motorized	13%	21%	17%	13%	16%	16%	12%
Motorcycle rider, that is, primarily a driver, not a passenger	3%	3%	3%	7%	7%	5%	5%
Cyclist – e-bike/electric bicycle*	n/a	2%	2%	2%	6%	5%	3%
Other	1%	2%	1%	1%	1%	0%	0%

Q.31: In the past 30 days, which of the following modes of transportation have you used for getting around? **New category in 2020. Question allowed for multiple responses to be selected. Two respondents in 2019 and three respondents in 2020 failed to provide an answer for this question.*



NARRATIVE
RESEARCH

Campaigns and Information Sources

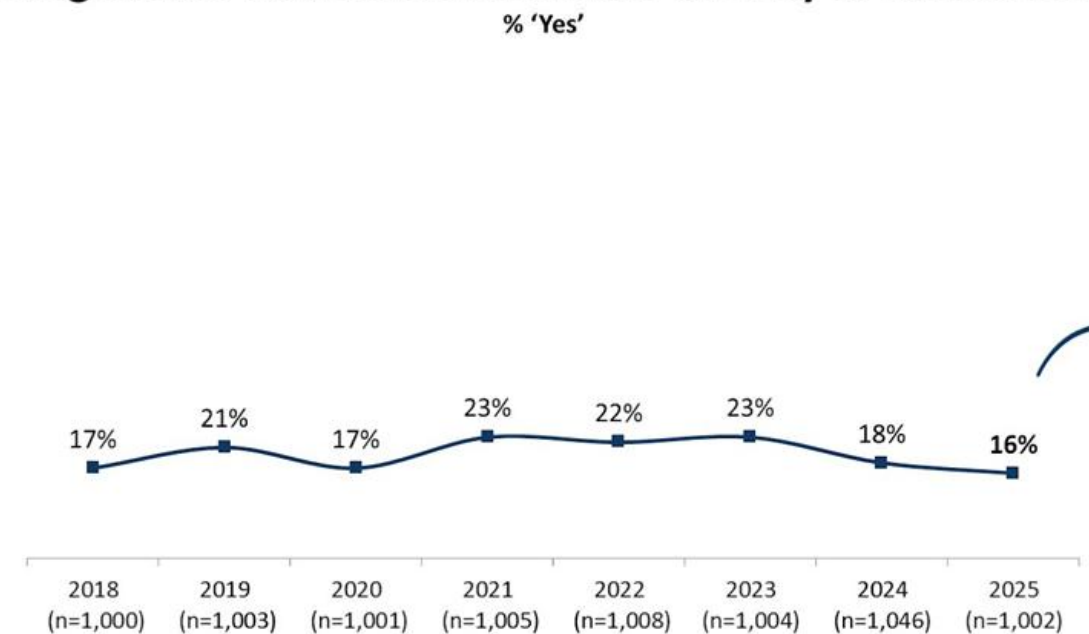


Recall Climate Change Programs or Advertisements

Top of mind recall of climate change programs or advertisements is quite limited, falling to the lowest recorded level of recall.

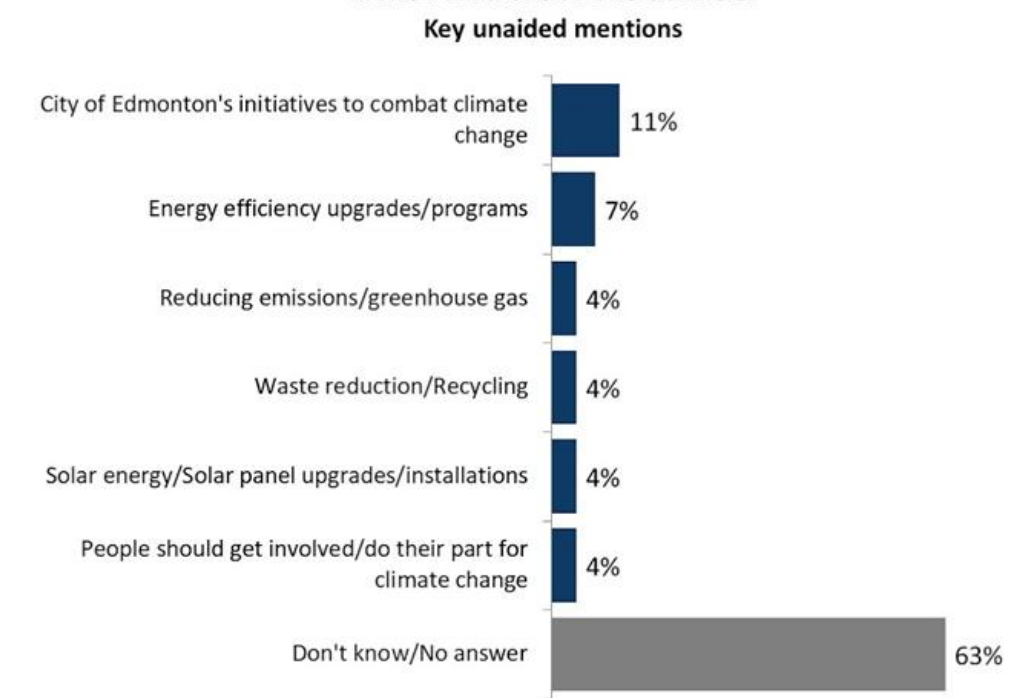
Among the small percentage of Edmontonians who recall seeing or hearing about the City’s climate change programs or advertisements, just under four in ten offer specific details concerning its content. Across quadrants, those in the Northeast are most likely to recall the *City of Edmonton’s initiatives to combat climate change* or mention *energy efficiency upgrades/programs*.

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



Q.32: Do you recall seeing or hearing about any climate change programs or advertisements from the City of Edmonton in the past year? *Slight question wording change in 2023.*

Information Recalled



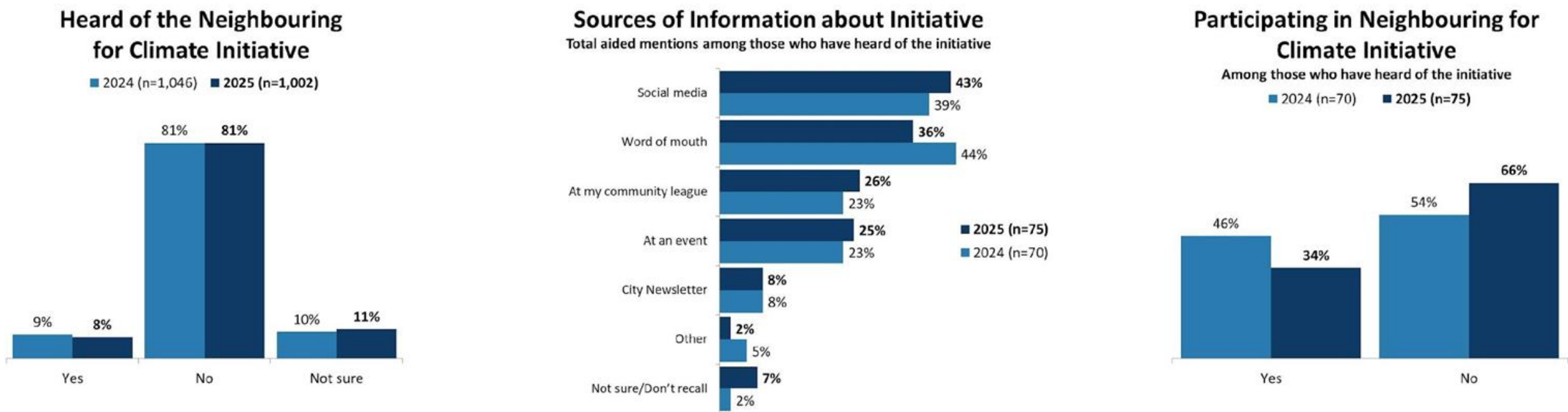
Q.33: [IF 'YES, DO RECALL' IN Q.32] Please describe what you recall seeing or hearing about climate change programs or advertisements from the City of Edmonton? Please be as detailed as possible. (n=150)



Knowledge of Climate Initiative

One-third of the those who have heard of the Neighbouring Climate Initiative have participated in it, a notable decline in participation since last year.

Younger residents are more aware of the Neighbouring for Climate Initiative as compared to those 55 or older. Although sample sizes are small, residents in the Southwest quadrant appear least likely to participate. Participation is also higher among those with a post-secondary education as compared to those with less education.



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

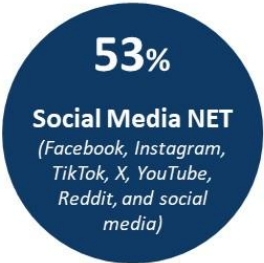
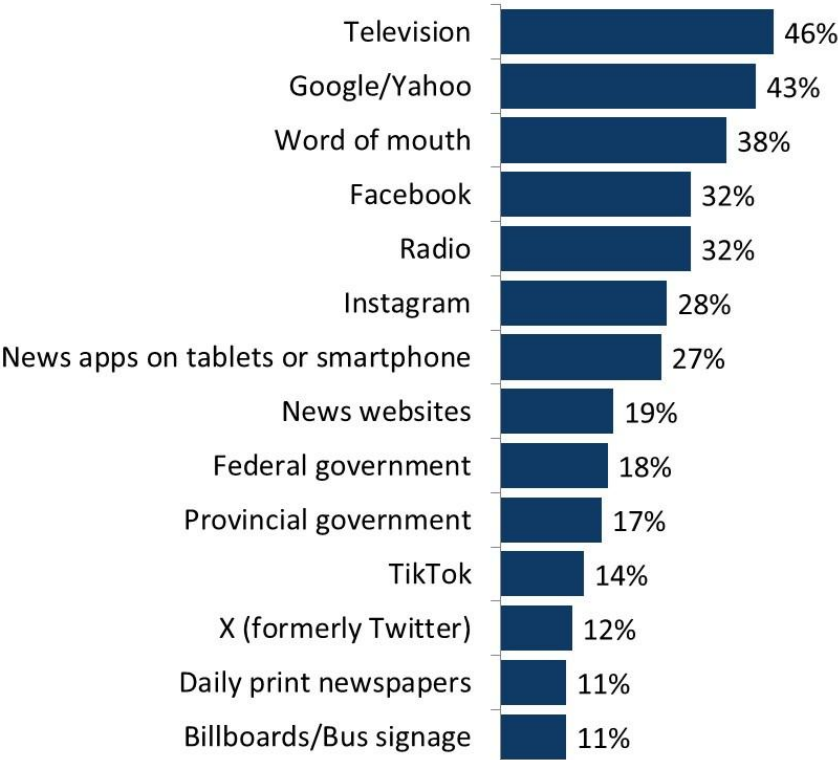
Half of Edmontonians rely on social media as a source of information.

Following social media (net), it is found that television, Google/Yahoo, and word of mouth are the primary sources of information. Sources vary greatly across age.

	Age		
	18-34	35-54	55+
Social media (net)	70%	54%	34%
Television	32%	38%	69%
Google/Yahoo	44%	49%	34%
Radio	20%	33%	42%
News websites	12%	17%	28%
Daily print newspapers	7%	7%	20%

Sources of Information

Key aided mentions



Q.41: In general, what sources do you use for information on a regular basis? (n=1,002)



NARRATIVE
RESEARCH

Quadrant Analysis



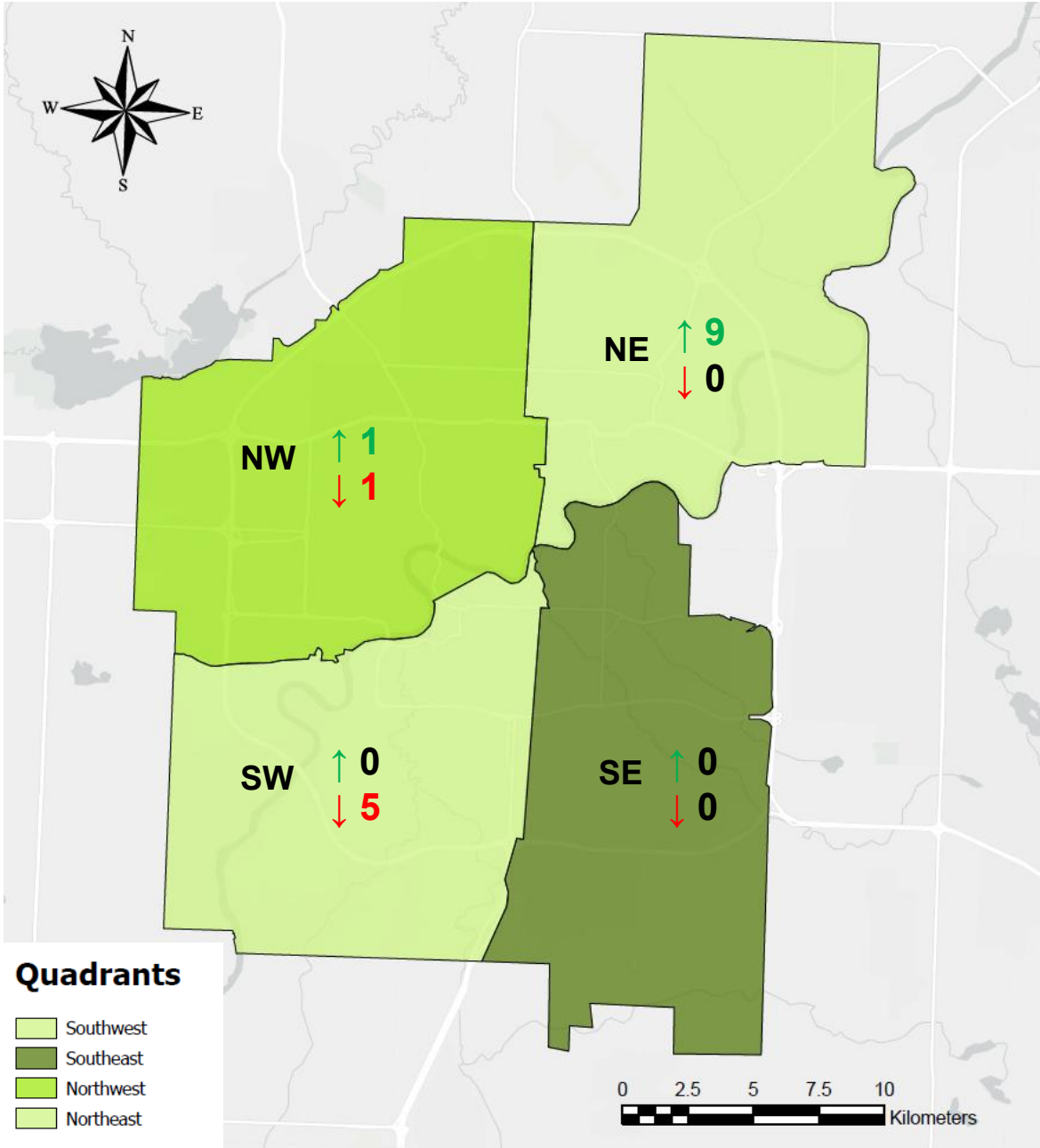
Quadrant Analysis

An analysis of Edmonton’s survey findings was conducted by geographic quadrant: Southwest, Southeast, Northwest, and Northeast. The survey questions include 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 quadrant stands out with the highest number of green arrows, while the Southwest and Southeast quadrants receive the fewest. The Southwest quadrant has the most red arrows, whereas the Southeast and Northeast have the fewest. Overall, the Northeast quadrant outperforms all others, given that it scores above the overall on nine measures, and below the overall on none.





NARRATIVE
RESEARCH

Nine-Year Summary



Nine-Year Summary

Over nine years, Edmontonians’ climate change perceptions have essentially held steady in some areas while showing improvements in others. In certain instances, views of society’s concern about climate change have grown more notably than individuals’ personal levels of concern.

With this latest edition of the *Climate Change and Energy Perceptions Report* for the City of Edmonton now completed, it is important to examine the extent to which public attitudes and behaviours have shifted over time. While some indicators have remained consistent over the years, agreement has more so climbed on other statements whereby a greater percentage of the public now either are increasingly taking action to address climate change, or stating that now is the time to act in this regard.

Climate Change Opinions 2017 vs. 2025

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

	Personal Feelings			Perceptions About Edmontonians		
	2017 (n=506)	2025 (n=1,002)	% Change	2017 (n=506)	2025 (n=1,002)	% Change
Concerned about climate change	73%	74%	↑ 1 pt	39%	48%	↑ 9 pts
Need to act now to address climate change	72%	77%	↑ 5 pts	41%	46%	↑ 5 pts
Climate change is caused mostly by human activities	69%	72%	↑ 3 pts	48%	54%	↑ 6 pts
Want to do more personally to help address climate change~	60%	64%	↑ 4 pts	35%	43%	↑ 8 pts
Taking action to address climate change~	54%	65%	↑ 11 pts	25%	36%	↑ 11 pts



NARRATIVE
RESEARCH

Classification Questions



Classification Questions

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

	(n=1,002)
Gender	
Woman	51%
Man	49%
Transgender	1%
Non-binary	<1%
Two-spirit	<1%
Age	
18-24	11%
25-34	21%
35-44	20%
45-54	15%
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	9%
Completed community college/technical college/CEGEP	19%
Some university	9%
Completed university	31%
Post-graduate degree	16%

	(n=1,002)
Household Income in 2024	
Up to \$40,000	18%
\$40,001 - \$60,000	13%
\$60,001 - \$80,000	14%
\$80,001 - \$100,000	15%
\$100,001 - \$150,000	18%
More than \$150,000	13%
Prefer not to answer	9%
Dwelling Type	
Fully detached house	53%
Condo/apartment	27%
Townhouse/row house	10%
Semi-detached house/duplex	8%
Other	2%
Not sure	1%
Primary Place of Residence in Edmonton	
Own	63%
Rent	37%
Lease	1%
[If currently rent or lease]	
Planning to Buy a Home in Next 12 Months	
	(n=339)
Yes	12%
No	74%
Not sure	14%



NARRATIVE
RESEARCH

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