



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted on March 19 to March 21, 2024, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

As you may know, the concept of Net-Zero calls for countries to either eliminate greenhouse gas emissions or offset them, for example, through actions such as tree planting or employing technologies that can capture carbon before it is released into the air. Canada, as well as all other members of the G7, have committed to the Net-Zero goal by 2050. All things considered, do you agree or disagree with this commitment?

Agree – 70%
Disagree – 19%
Not sure – 11%

Do you think Canada should remain committed to the Net-Zero goal by 2050 under each of these scenarios?

If average energy costs rise by 10% – 67%
If average energy costs rise by 20% – 49%
If average energy costs rise by 30% – 40%

Wobbly Commitment to Net-Zero Goal in British Columbia

Three-in-five residents are in favour of the initiative, but support wanes if average energy costs increase.

Vancouver, BC [April 8, 2024] – Most British Columbians believe the federal government should continue to pursue the Net-Zero goal but grow skeptical of the idea if they end up paying more for energy, a new Research Co. poll has found.

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In the online survey of a representative provincial sample, seven-in-ten British Columbians (70%) agree with Canada's Net-Zero commitment, while 19% disagree and 11% are undecided.

More than half of British Columbians think governments (54%) and companies and corporations (51%) “definitely” or “probably” have a role to play in order to achieve Canada's commitment to the Net-Zero goal by 2050. Just over a third (35%) feel the same way about individuals and consumers.

More than two thirds of British Columbians (67%) think Canada should remain committed to the Net-Zero goal by 2050 if average energy costs rise by 10%.

Just under half of British Columbians (49%) would remain committed to Net-Zero if average energy costs increase by 20%. If average energy costs were to rise by 30%, only 40% of British Columbians would remain committed to Net-Zero.

More than four-in-five British Columbians are “very concerned” or “moderately concerned” about two issues: forest fires affecting the province (84%) and energy costs for households becoming too expensive (83%).

Majorities of residents are also worried about five other issues: the effects of climate change in the world (77%), the effects of climate change in Canada (76%), forest fires affecting the community where they live (69%), energy costs for businesses becoming too expensive (68%) and energy shortages leading to measures such as rationing and rolling blackouts (64%).



More than half of British Columbians (58%, +3 since a similar Research Co. poll [conducted in January 2023](#)) support the provincial government allowing for further development of the liquefied natural gas (LNG) industry. Fewer of the province's residents agree with directives to allow nuclear power (small modular reactors) for electricity generation (50%, +7) and ban the use of natural gas (on stoves and/or heaters) in new buildings (44%, +5).

"Support for LNG development in British Columbia is highest in the Fraser Valley (65%)," says Mario Canseco, President of Research Co. "The proportions are lower in Southern BC (63%), Northern BC (60%), Metro Vancouver (58%) and Vancouver Island (44%)."

When asked about their perceptions on eight sources of energy, majorities of British Columbians express positive views on hydropower (80%), wind (79%), geothermal (65%) and natural gas (also 65%). The rating is lower for oil (44%), biomass (43%), nuclear (42%) and coal (24%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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