



PRESS RELEASE | Canada and the United States

Methodology:

Results are based on an online survey conducted from November 8 to November 10, 2024, among 1,000 adults in Canada and 1,001 adults in the United States. The data has been statistically weighted according to Canadian census figures for age, gender and region in each country. The margin of error—which measures sample variability—is plus or minus 3.1 percentage points, 19 times out of 20, for each country.

Which of the following statements best describes how you personally feel about global warming (or climate change)?

Canada

It is a major crisis – 63% (=)
It is a minor crisis – 24% (=)
It is not a crisis at all – 8% (-1)
Not sure – 5% (=)

United States

It is a major crisis – 55% (-5)
It is a minor crisis – 23% (+1)
It is not a crisis at all – 13% (=)
Not sure – 9% (+2)

Canadians and Americans Clearly at Odds on Climate Change

Residents of the United States are less likely to describe the current situation as a “major crisis” than their Canadian counterparts.

Vancouver, BC [November 20, 2024] – While just over three-in-five Canadians believe climate change is real and caused by human activity, the proportion of Americans who feel the same way has dwindled over the past two years, a new two-country Research Co. poll has found.

In the online survey of representative national samples, 61% of Canadians say climate change is a fact and is mostly caused by emissions from vehicles and industrial facilities, up one point since a similar Research Co. poll [conducted in July 2023](#).

In the United States, just over half of residents (51%, -9 since a similar Research Co. survey [conducted in August 2022](#)) believe global warming is a fact and is mostly caused by emissions from vehicles and industrial facilities.

About a quarter of Americans and Canadians (27% and 25% respectively) think climate change is a fact and is mostly caused by natural changes, while smaller proportions (12% in the United States and 10% in Canada) say global warming is a theory that has not been proven.

More than three-in-five Canadians (63%, =) describe climate change as a “major crisis”, compared to 55% of Americans (-5).

Fewer respondents describe global warming as a “minor crisis” (23% in the United States and 24% in Canada) or as “not a crisis at all” (13% in the United States, 9% in Canada).

Americans who voted for Republican Party presidential nominee Donald Trump in 2024 are significantly more likely to say climate change is “not a crisis at all” (25%) than those who cast ballots for Kamala Harris of the Democratic Party (3%).

In Canada, fewer than one-in-twenty Canadians who supported the Liberal Party or the New Democratic Party (NDP) in the 2021 federal election (4% and 3% respectively) think climate change is “not a crisis at all”. Among those who voted for Conservative Party candidates, the proportion rises to 21%.

Majorities of Canadians and Americans believe three entities should be doing more to deal with issues related to climate change that are happening or impacting people directly now: companies and corporations (71% in Canada and 63% in the



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United States), governments (64% in Canada and 62% in the United States) and individuals and consumers (55% in Canada and 58% in the United States).

The results are similar when Canadians and Americans are asked about issues related to climate change that may happen or impact people directly in the future. Majorities believe governments (69% in Canada and 63% in the United States), companies and corporations (68% in Canada and 63% in the United States) and consumers (57% in Canada and 58% in the United States) should be more active.

A final question asked Canadians and Americans about seven issues.

More than half of Americans (55%) say they would be willing to pay higher taxes to adequately address climate change. This includes three-in-four Democrats (76%), but significantly fewer Independents (45%) and Republicans (42%).

More than half of Americans expressed a willingness to pay higher taxes to adequately address schools (66%), homelessness (62%), floods (57%), forest fires (56%), housing improvements (54%) and transit improvements (51%).

In Canada, 55% of respondents are also willing to pay higher taxes to adequately deal with global warming. More than three-in-four Canadians who voted for the Liberals or the NDP in 2021 (66% and 64% respectively) agree on this issue, compared to 45% of Conservative supporters.

Compared to Americans, Canadians are more reticent about paying higher taxes to adequately address schools (56%), forest fires (54%), housing improvements (53%), homelessness (53%), floods (52%) and transit improvements (47%).

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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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