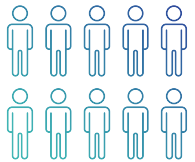


# CANADIANS BELIEVE EXTREME WEATHER THE NEW NORM

## MORE EXTREME WEATHER TO COME



68%

**Of Canadians think the country will face extreme weather like we've experienced this year every year**

After a summer that saw the largest area burned by wildfires, Canadians believe that this may be the new normal. Over two-thirds (68%) think the country will face extreme weather events like this year every year. This sentiment is held most strongly by Quebecers (75%).

Six in ten (63%) think the recent wildfires are worse due to climate change, which is identical to July 2023. However, fewer Canadians think the fires and climate change aren't related (14% vs. 19% in July 2023). Meanwhile, more Canadians now believe the recent fires bring into stark focus just how urgent action on climate change is (62% vs. 58% in July 2023).

63%

**Of Canadians think the recent wildfires have been worse because of climate change.**

vs. 63% in July 2023

62%

**Of Canadians believe the recent fires across the country underscore the reason why we need to take urgent action on climate change.**

vs. 58% in July 2023

21%

**Of Canadians know someone who has been impacted (loss of property, damage, etc.) due to a severe weather event.**

60%

**Of Canadians believe we need to focus on infrastructure and programs that help us live with higher temperatures and more extreme weather.**

Canadians appear to be anticipating a future with more extreme weather, and for many the experience is becoming personal. One in five Canadians (21%) know someone impacted by a severe weather event. To be better prepared in the future, six in ten (60%) believe preparation is needed in the form of infrastructure to help cope with higher temperatures and more extreme weather.

# ABOUT THIS MEDIA RELEASE

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## ABOUT THE STUDY

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These are some of the findings of an Ipsos poll conducted between September 20th to 22nd, 2023, on behalf of Global News. For this survey, a sample of 1,500 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 2.9$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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