

A person wearing a dark jacket and a beanie is walking across a narrow suspension bridge. The bridge has a wooden plank deck and metal mesh railings. It is surrounded by a dense forest of tall evergreen trees. The lighting is soft, suggesting an overcast day.

KANTAR

Canada MONITOR

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Sustainability

All data are 2020 CANADA MONITOR, top-2 box on a 4-pt. agree/disagree scale, unless noted otherwise.  
Please contact the CANADA MONITOR team for any questions regarding methodology.



Natural Resources,  
Policy, and  
Environmental Impact

Today's Canadian  
Environmentalism

Physical  
Sustainability,  
Food, and Diet

Holistic Health and  
Wellbeing

Business, Brands,  
and Buying

01

# Natural Resources, Policy, and Environmental Impact

As the Canadian population continues to grow, so has the country's need for energy, natural resources, and protections of their land and waters. Advocacy for sustainable environmental practices has become more important now than ever before.

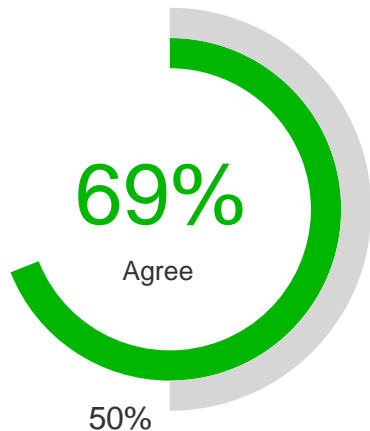


## Appreciate and Advocate

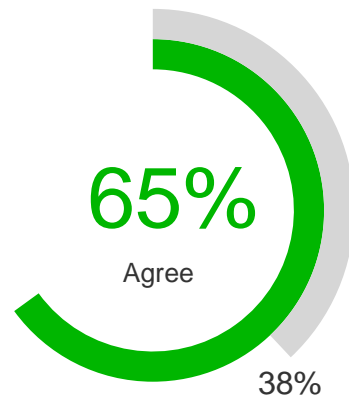
Defined by their appreciation for nature and sustainable core values, Environmentalists are advocates for environmental policy and regulatory change. Due to their persistence and ongoing efforts, the federal, provincial and local governments are taking aggressive action.

### Valuing Nature and Fighting Pollution\*

Spending time in  
nature



Taking steps to protect  
yourself from  
environmental pollutants

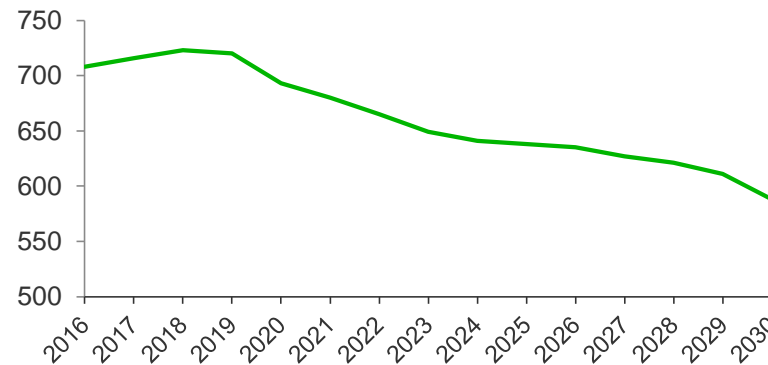


■ Environmentalists

■ Non-Environmentalists

### Decreasing Emissions

Greenhouse Gas Emissions and Projections  
(megatons of CO<sub>2</sub> equivalent) 2016 – 2030



Canada Government, 2019

“

Almost one-third of terrestrial areas and coastal and marine areas will be conserved and protected by 2020.”

(Canadian Government, 2019)

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02

# Today's Canadian Environmentalist

Although Canadian environmentalists are older, more culturally open, and holistic in their approach to life, they are largely indistinguishable from other Canadians along other demographic lines.



Embracing Cultural  
Diversity

Environmentalists understand the inherent value of diversity within nature and also within society and culture. They lean into other cultures for perspective and inspiration. With a curious, thoughtful, and open mind, environmentalists take their learnings home where they strengthen their families and communities and enrich their approach to food, music, and art.

Culture Centricity



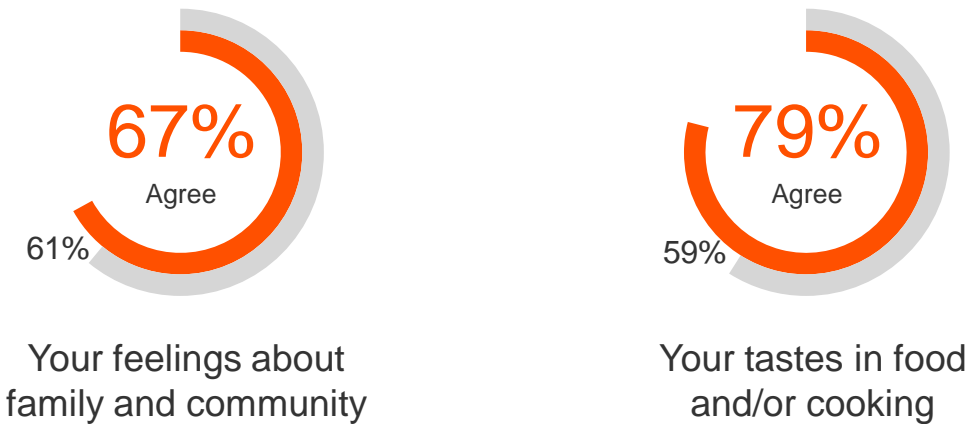
Importance of personal values



Environmentalists Non-Environmentalists

Incorporate and Build

Factors shaped by your interactions with people of other races/ethnicities



Environmentalists Non-Environmentalists



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03

# Physical Sustainability, Food, and Diet

Food is among the most in-demand and resource-intensive aspects of consumer life. The sustainability-minded environmentalist recognizes that food production, consumption, and nutrition are all critical pieces to the puzzle and to their long-term vision.



## Cooking as a Lifestyle

Though the average environmentalist typically doesn't indulge in a luxurious lifestyle, food and cooking are often the exception. Leading with intention, they take food and cooking seriously and curate healthy routines and meals to nourish their bodies. Instead of seeing cooking as time-consuming and laborious, they use the time in the kitchen as a way to relax and give back to their bodies.

### Paying a Premium for Top Priorities



When I think about my life, food/cooking is a big part of who I am



I prioritize buying high-quality food over other spending areas in my life

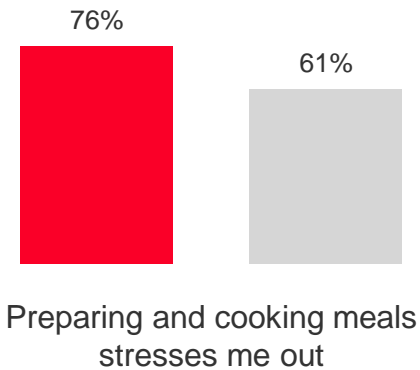


Environmentalists



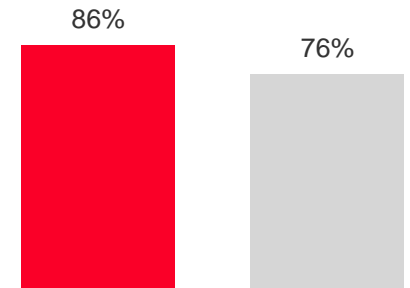
Non-Environmentalists

### Cooking as an Act of Self-care



Preparing and cooking meals stresses me out

Bottom-2 box



I actively practice self-care



Environmentalists



Non-Environmentalists



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Environmental Impact

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Food, and Diet

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and Buying

04

# Holistic Health and Wellbeing

Though health is traditionally described and defined in terms of one's physical wellness, awareness of the interdependent connections between the mind and body is on the rise as stigmas behind mental health and healthcare dissipate.

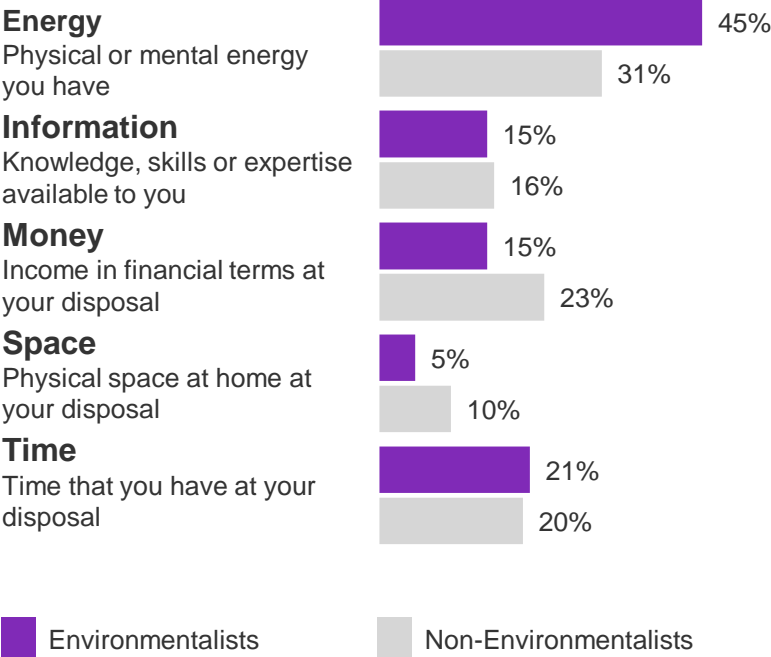




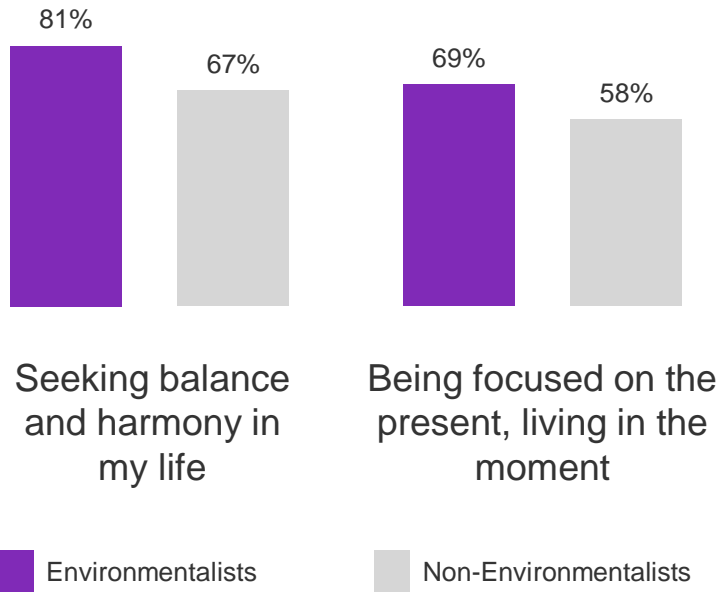
Connecting the Mind  
and Body

The Environmentalist knows that balance and thoughtful consideration are the key to long-term success and a happy, healthy life. They value energy and time over tangible and potentially materialistic resources.

Mental and Physical Energy Matters Most



Value Balance and Presence



“Mental illness affects one in five Canadians—that's 6.7 million of us—and yet the topic is still discussed in hushed tones, the conditions are often considered weaknesses and the treatments elusive and under-funded”

(Mental Health in Canada, Canadian Living and Centre for Addiction and Mental Health CAMH, 2020).

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05

# Business, Brands, and Buying

Growing awareness of the throw-away economy and disposable consumerism is increasing the desire for sustainable business models, practices, and products. In turn, spending patterns have shifted from repeat buying to investments in sustainable products and experiences.

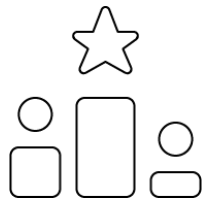




## Looking for Brand Allies

Environmentalists want to align themselves with brands that signal their convictions to the rest of the world. They actively engage in values-based consumption, favoring brands that stand up for the same causes about which they care.

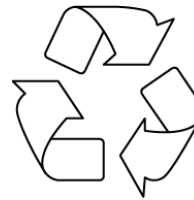
### Not Flashy



**73% Environmentalists**  
vs. 62% Non-Environmentalists  
Bottom-2 box

I like to buy brands that show  
others that I'm successful

### Morally Motivated



**46% Environmentalists**  
vs. 31% Non-Environmentalists

Making an effort to buy products  
from companies that support  
causes you care about

### Seeking Transparency



**67% Environmentalists**  
vs. 57% Non-Environmentalists

Seeking trust and transparency in  
others, information and brands